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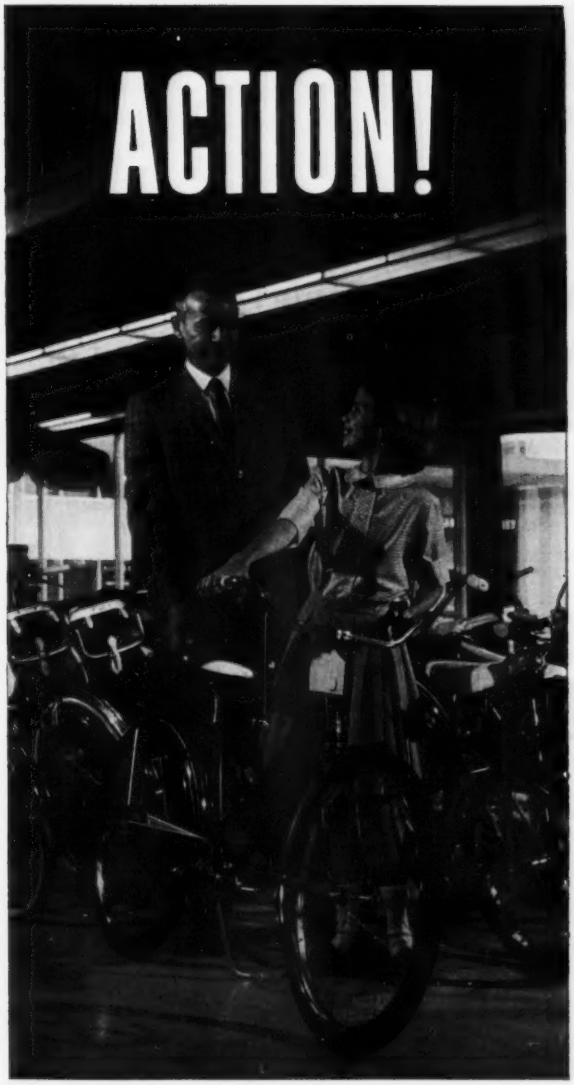

...in the 27th metro market!*

*Source: U.S. Bureau of Budget and 1960 Census of population

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* Monday, Dept. Stores — Friday, Food.
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EDITOR & PUBLISHER CALENDAR

JULY

29-30—Ohio Retail Advertising Workshop, Columbus Plaza, Columbus.
31-Aug. 2—National Cartoonist Society western section. Santa Cruz, Calif.

AUGUST

5-7—College Sports Information Association, Bismark Hotel, Chicago.
7—Football Writers of America, Sherman House, Chicago.
7—U.S. Basketball Writers Association, Sherman House, Chicago.
7-8—Missouri Associated Dailies Summer Meeting, Statler Hilton Hotel, St. Louis.
9-11—SNPA (Eastern Division) Mechanical Conference. George Washington Hotel, Jacksonville, Fla.
11-15—United States Student Press Association, University of Minnesota, Minneapolis.
16-17—Newspaper Advertising Executives Association of the Carolines, Blockade Runner Motel, Wrightsville Beach, N.C.
16-18—Texas Daily Newspaper Association, Community Inn, Kilgore, Texas.
16-19—Western Classified Advertising Association, Hotel Sahara, Las Vegas, Nev.
22—Montana Associated Press State Meeting, Lewiston. (In conjunction with Montana State Press Association.)
23-27—Association for Education in Journalism. University of Texas, Austin.
29-30—Minnesota Associated Press Newspaper Meeting. Bemidji.
30-Sept. 2—New England Circulation Managers Association, Basin Harbor Club, Vergennes, Vermont.

SEPTEMBER

5-11—International Typographical Union convention, Princess Kaiulani Hotel, Honolulu.
12-13—Ohio Newspaper Classified Clinic, Pick-Fort Hayes Hotel, Columbus.
13-16—Canadian Circulation Managers Association, Charlottetown Hotel, Charlottetown, Prince Edward Island.
13-16—New York State Publishers Association, Stadium View Inn, Flushing Meadow, N. Y.
15—Newspaper Advertising Managers of Canada, Mount Royal Hotel, Montreal.
18-20—Mid-America Newspaper Mechanical Conference, Continental Hotel, Kansas City, Missouri.
18-20—New England Weekly Press Association, Samoset Hotel, Rockland, Me.
18-20—Iowa Daily Press Association clinic. Hotel Fort Des Moines, Des Moines.
19-20—Illinois Daily Newspaper Markets Sales Clinic, Leland Hotel, Springfield.
20-22—Central States Circulation Managers Association. Sheraton-Chicago, Chicago.
20-22—Southern Circulation Managers Association. Hotel Andrew Johnson, Knoxville.
24-25—Suburban Press Foundation, Bismark Hotel, Chicago.
26-27—Illinois Newspaper Mechanical Conference, Orlando Hotel, Decatur.
26-27—Ohio Dailies' advertising clinic. Pick-Fort Hayes, Columbus.
27-29—Inter-State Circulation Managers' Association, Claridge Hotel, Atlantic City, N. J.
27-29—New England AP News Executives Association, White Cliffs Motel, Plymouth, Mass.
28—International Printing Pressmen and Assistants' Union of North America, Sheraton-Park Hotel, Washington, D. C.

OCTOBER

4-6—PNPA Classified Clinic, Penn Harris Motor Inn, Harrisburg.
4-7—NNPA Central Region Convention, Kalamazoo, Mich.
5-6—New England Newspaper Advertising Executives Association. Parker House, Boston.
5-7—United Press International Editors and Publishers conference, Statler Hilton, Washington, D. C.
11-17—National Newspaper Week.
17-18—Illinois AP Editors Association, Sheraton-Chicago Hotel, Chicago.
18-20—Northern States Circulation Managers Association, Mason City, Iowa.
18-20—Mid-Atlantic Circulation Managers Association, Heart of Spartanburg Motel, Spartanburg, S.C.
18-20—Ohio Circulation Managers Association, Columbus Plaza, Columbus.
19—Illinois Associated Press Publishers Association, Drake Hotel, Chicago.
19-20—Iowa AP Managing Editors Association, Des Moines.
19-20—New York State AP Association, Westchester.

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CERTIFIED DRY MATS

Ray Erwin's Column

TENSION AND HEADACHES among newsmen covering the Republican National Convention last week were anticipated by Bayer Aspirin, which donated 60,000 aspirin tablets to the press headquarters at the San Francisco Hilton . . . Ever dream of more interesting ways to cover stories? Try reporting from the seat of a motorcycle for three weeks. Jean Coussy, an Associated Press stringer in France, covers the Tour de France bicycle race each year while riding a motorcycle. He patrols up and down the long column of riders, checking on positions of favorites and watching for accidents and incidents and then phones reports to the AP Paris bureau from all over the country . . . Bob Juran, managing editor, *Suburban Trends*, Riverdale, N. J., explained to his staff changes involved in conversion to the offset process and outlined complicated new designations necessary to have heads set on a Headliner machine. Sports Editor Frank Harrison pictured a slotman calling to a copy editor: "Hey, Charley, give me a 35/v-36174U/L on this!"

Cap-Happy

When some Releases reach this Place,
Most every Word is Upper Case.
—Al Goodman, Harrisburg, Pa.

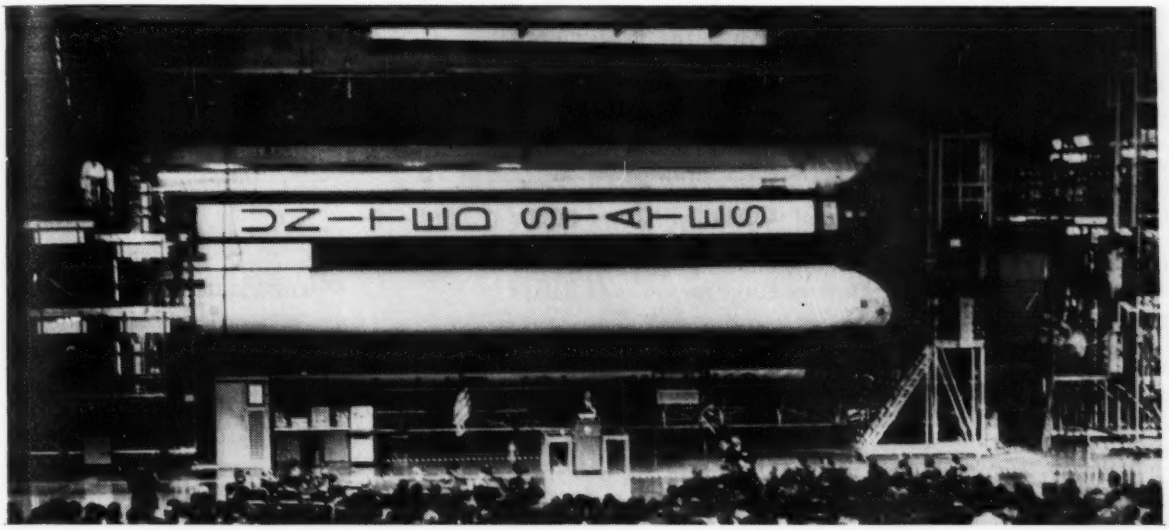
—Mark Warren, *Lafayette* (Ind.) *Journal and Courier*, noted this classified in the *Buckeye* (Ariz.) *Valley News*: "Will trade house for anything that doesn't eat." . . . Startling ad head in *Seattle Times*: "One Day Baby Sale!" . . . Sports Editor L. H. Gregory, *Portland Oregonian*, calls his column "Greg's Gossip"; Home Decoration Editor Grace Holm calls her column "Notes from Holm"; George H. Bell's column head has calligraphic style sketches instead of type for "Bell's Book & Candle." . . . David Felts, editor of the editorial pages of the four Lindsay-Schaub Newspapers in downstate Illinois *(Decatur Herald*, etc.) wrote in "David Felts' Column": "An anonymous reader who only recently discovered this pillar of truth and flower garden of memory, wants to know how long we have been writing a column. For this audience, since February, 1935. This commentator has been writing an editorial page column since March, 1928. Previously he wrote a daily sports column for three years, a college daily newspaper column for a year and a high school weekly newspaper column for an even earlier year. Put them all together, they spell: Brother!"

Upsetting!

One thing that makes
Our pressmen frown
Is having cuts
Print upside down.
—Lawrence A. Barrett, *Pittsburg* (Kans.) *Headlight*

—Heady heads: "Girlie Mags Bar (r) ed at 2 Newsstands" —*Indianapolis Times*; "GOP Starts Barry-Picking"—*Grand Forks* (N. D.) *Herald*. . . . Norman Shavin, who writes a daily editorial-page column for the *Atlanta Constitution*, with many witty sallies gave a play-by-play account of a charity baseball game between Hollywood stars and local VIPs . . . A beauty competing for the "Miss Colorado" title is Chris Johnson, vacation relief AP office girl and daughter of AP's maintenance man in that state . . . Columnist Robert Johnson, *Memphis Press-Scimitar*, comments: "Anyone who writes a daily column has one thing which separates him from most people, and that is the knowledge that the day of reckoning will inevitably catch him. The deadline hangs over you like a teetering landslide. In the back of your mind is the thought, what will I possibly have to say that would interest anyone?"

This bird was hatched in the Crescent City!



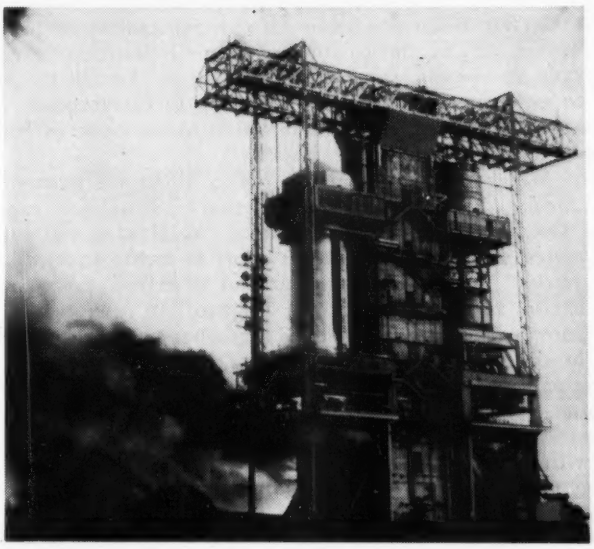
The space-age shape of the new Saturn 1 first stage booster has become as familiar to Orleanians as the upward pointing spires of the St. Louis Cathedral at Jackson Square.

The booster was built at the Michoud plant just 15 miles from downtown New Orleans and well within the city limits.

Its tremendous power can make the tug of gravity appear weak and ineffectual. Eight Rocketdyne H-1 engines give it a total thrust of 1½-million pounds (that equals 32,000,000 horsepower)!

Saturn boosters from the Crescent City will soon be catapulting tons and tons of further reaching stages starwards from the earth.

Right now, however, the 10,000 and more persons employed by the Michoud operations, and their families, have boosted the New Orleans economy to new-study-worthy heights. Ask Moloney, Regan & Schmitt about New Orleans in the space-age and the newspaper space that really sells it.



The New Orleans-built Saturn 1 booster was successfully test fired at full thrust (all eight engines) at the static test facility in Huntsville, Alabama.

The Times-Picayune

(Morning and Sunday)

LAFAYETTE SQUARE, NEW ORLEANS, LA. 70140

NEW ORLEANS STATES-ITEM

(Evening)

REPRESENTED BY MOLONEY, REGAN & SCHMITT

editorial

What the Senator Meant . . .

ARE the "sensation-seeking columnists and commentators" to be scorned and defiled in this year's political campaign because they try to explain what Senator Barry Goldwater is saying? Never has a presidential contest needed interpretative reporting so much as this one. From what is being said already it becomes quite clear that straight-away, objective reporting of quotations from the political oratory won't help the voters to make a sound decision.

Although the Republican nominee declared this week he would never change the words in his acceptance address at San Francisco, his ticket team-mate and others in his camp of devoted followers were insisting that "The Senator didn't mean to say . . . " In the satirical prose of that astute politician, Jim Farley, the Senator from Arizona is subjecting the country to "the tragic farce of the extremist candidate trying to hide behind the dictionary."

The record is clear that Senator Goldwater said: "Extremism in the defense of liberty is no vice. Moderation in the pursuit of justice is no virtue." Spoken out of the context of the Senator's views on civil rights and poverty and the fanaticism of some of his supporters, that declaration on such an historic occasion might have been worthy of Voltaire or Patrick Henry. But, weighed in perspective, the quotation roused a storm of inquiry again: "what did the Senator mean?"

During a "Meet the Press" session on NBC last Sunday, Congressman William E. Miller, the nominee for Vice President, contended that the head of the GOP ticket was being not only misunderstood but misreported. He couldn't say the Senator had been misquoted on extremism; all he could do himself was to interpret what he thought the Senator meant to say. Senator Goldwater, according to Congressman Miller, was talking about "whole-hearted devotion to the cause of freedom" and "half-hearted" pursuit of justice.

If Mr. Miller were a columnist writing about the events in and around the Cow Palace we are to believe that he would have explained Senator Goldwater's remarks as meaning "everlasting vigilance and wholehearted devotion in an all-out effort to secure freedom and to secure justice." Another ardent partisan described this particular Goldwaterism as meaning "extreme diligence" in patriotism.

Well, now, even former President Eisenhower, who evoked the fistic wrath of the delegates against some of his colleagues among the working press, called upon Senator Goldwater to clarify his defense of extremism. It was reported later that the General was satisfied with the nominee's explanation. Many observers of the political scene still aren't willing to accept any watered-down version and it's surely the function of the columnists and commentators to try to enlighten the electorate.

As to the charges of misquoting or misreporting the Senator's statements about use of nuclear weapons in Viet Nam or how to tear down the Berlin wall, brick by brick, each columnist can answer for himself. In the main, we think, the chief cause of complaint from the Goldwater side has arisen from the "misunderstanding" of his remarks. The mere reporting of his statements is going to leave a lot of people up in the air. The job of telling them what the Senator meant by what he said must be left to the columnists and editorial writers under the plain label of opinion. What the Republican nominee for President of the United States must bear in mind, before he opens his mouth, is that clarity begins at home.

Oh that one would hear me, behold, my desire is that the Almighty would answer me, and that mine adversary had written a book. Job 31, 35.

Editor & Publisher
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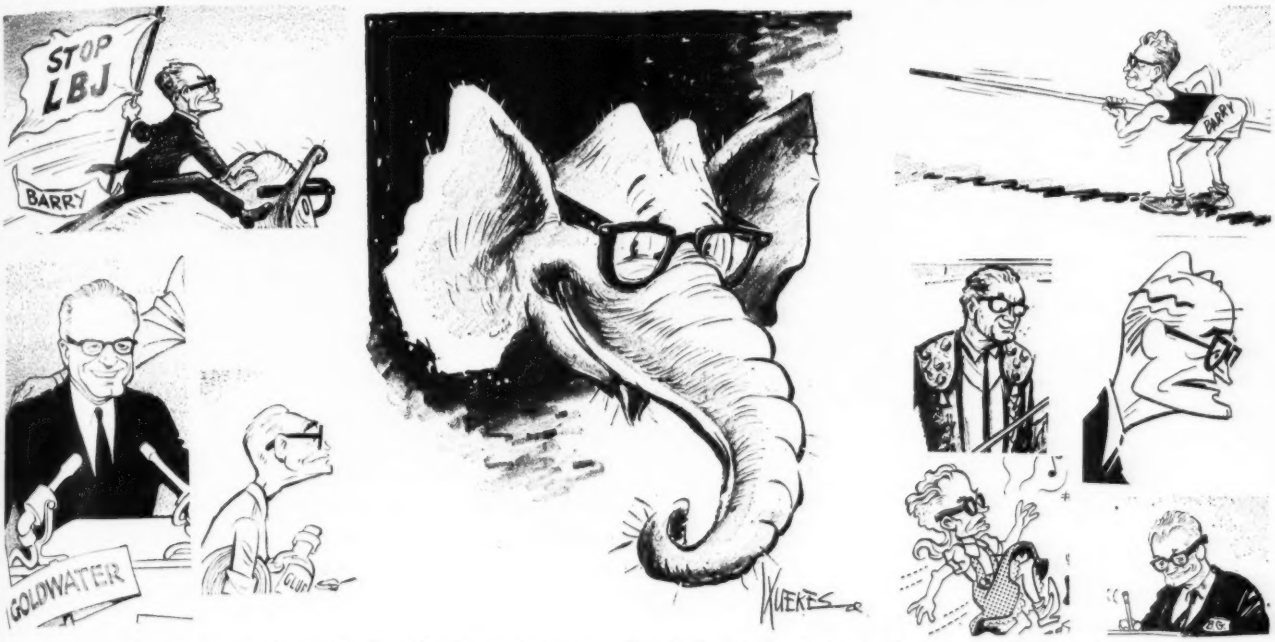
Barry's Trademark . . . By His Spectacles You Will Know Him



How cartoonists depict the Republicans' standard-bearer. The elephant is by Kuekes in the Cleveland Plain Dealer.

letters

'I LOST MY HEART'

I have sat around a lot of newspaper people and I have just about grown tired of hearing them say to me, "Gosh, it's too bad the Brooklyn Eagle didn't come off.

Most people don't know what happened at the Brooklyn Eagle and I have decided it's about time the air was cleared.

As many of my friends know, my purpose in working for so many years in bringing back the Brooklyn Eagle after Frank Schroth Sr. decided to suspend publication was threefold.

First, I had lost my heart to this "gallant lady" while writing a column for almost seven years until it stopped publishing.

Second, the community and many of its leaders, indicated they would support it.

Third, there was a good living to be earned and it was a way of life that appealed to me.

Readers of my column in the Brooklyn Eagle became aware of my purposes. I said so in print many times.

The truth is that the Brooklyn Eagle did come off. True, the newspaper strike sent its circulation high into the sky, but even after the strike our circulation was well over 50,000 a day and this kind of circulation wouldn't make any publisher blush, and larger growth seemed inevitable.

The advertisers who left us after the strike were starting to come back and the banks were advertising like crazy . . . some even in color.

Our income during the strike period was well over a million dollars. It was my belief that with everything considered we had a financial cushion that would carry us into September and give us about a one-year period of publishing. With the summer over, I calculated we would be well on our way. But the newspaper suspended June 26, 1963.

All during that strike we kept our home delivery at 5 cents a copy. We refused to increase that price even though we were the only "wheel" in town. We could well have sold two or three hundred thousand papers each day in the metropolitan area at 10 cents. We stuck to our policy of selling newspapers only in Brooklyn. We did not wish to capitalize on the miseries of those on strike.

The untimely death of my associate who was dedicated to my purposes led to a very complex problem. Having initiated the entire program toward bringing back the Brooklyn Eagle, I discovered that the 100% control I had at the beginning had been dissipated to where I no longer had control of the newspaper. I started a proceeding in the Supreme Court in Brooklyn to ascertain what had happened to my interests when those in control filed an assignment for the benefit of creditors. Enlisting the aid of two other creditors we threw the company into bankruptcy, thereby giving the courts the jurisdiction of making the inquiry as to what had taken place in the operation and management of the company.

It is now just a little over a year and these proceedings are still in the courts. Soon the truth will be known.

For those who said "it couldn't be done", they were proved wrong. It was done. The Brooklyn Eagle was revived and lived and would have continued living if it hadn't gotten into the hands of people who never sweated out a deadline.

ROBERT W. FARRELL

25 W. 54th Street,
New York 19, N. Y.

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Short Takes

Scranton said he had no idea whether former President Eisenhower plans to endorse him. —*New York Daily News.*

•

In the mourning of his death they will hold no weedings for one year. — *Los Angeles* (Calif.) *Herald-Express.*

•

American military men in Japan are still harrying Japanese girls at an average of 30 a week. — *Long Island* (N. Y.) *Star-Journal.*

•

Khrushchev promised to buy America economically. — *New Bern* (N. C.) *Sun-Journal.*

•

The trustees hoped Blank could be retained by the school in some capacity for consultation and vice. — Ohio UPI wire.

Who's in the driver's seat?

You are. With correspondents like Richard Eder reporting to you from Cuba on The New York Times News Service wire. Your front page takes on new luster, gets more reader interest. More readers, too.

Eder's assignment? To interview Castro. He got it—an 18-hour interview that took place in Castro's armed 1954 Oldsmobile, on a silvery Havana beach, at an experimental cattle farm, a state school—finally ending in Castro's penthouse apartment.

An interview going on well into the night, so absorbing that an important state conference with the Russian ambassador was forgotten. An interview liberally sprinkled with impromptu lectures on fertilizers, grasses and Holstein cattle. An interview interrupted by a quick meal of sausages and olives in the early morning hours.

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EXCLUSIVE INTERVIEW—Paul Schatt, 19, cub reporter, Arizona Republic, with Senator Goldwater at the presidential nominee's Phoenix home.

Barry Says He Didn't Refer to Political Extremism

PHOENIX

It was Saturday, July 18, and U. S. Senator Barry M. Goldwater had returned home the night before from the Republican National Convention in San Francisco where he was nominated for the Presidency.

The *Arizona Republic* city desk had been advised by Senator Goldwater's press secretary, Edward K. Nellor, that the GOP standard-bearer wouldn't be talking to the press that day because he was resting up.

But Paul Schatt, 19-year-old cub reporter, and Photographer Ralph Camping drove out to the Goldwater hilltop home anyway, figuring to do a story on the security guard posted around the grounds and perhaps even get a glimpse of the Senator.

Upon arriving at the home, Mr. Camping recognized one of the security guards as an old friend.

"Want to see the Senator?" the guard asked.

'Hi, Let's Talk!'

At that moment Senator Goldwater's head popped up from behind a wall and he said, "Hi, come on over here and let's talk."

Mr. Schatt was invited to pull up a chair beside the swimming pool and interview the sun-bathing senator while Camping shot all the pictures he wanted.

The young reporter wound up with an interview in which the Republican nominee set the record straight as to his position on a number of controversial issues as well as revealing some of his campaign plans. The Republic copyrighted the story and the candid shots taken by Camping.

(*Continued on page* 10)

"Local Boy Makes Good" treatment in hometown papers.

Hate Mail Piles Up On Columnists' Desks

WASHINGTON

A steady stream of abusive mail has been flowing into the offices of newspaper columnists for the past month, and the indications are that this type of mail has increased since the Republican Convention in San Francisco.

Most of the "hate mail" comes from extreme right wing backers of Senator Barry Goldwater and from racists angered by the civil rights movement.

James Reston, *New York Times*, has received so much of this mail that he devoted a column to the problem July 8. He says that not since the latter days of the Roosevelt administration, have correspondents been subjected to "such a torrent of vulgar and offensive personal abuse." Mr. Reston says that he notes a sharp distinction between Goldwater supporters who write on behalf of his economic views, and those who champion his policies regarding Communists and the American Negro. It is from this latter group that the vitriolic letters come, Mr. Reston says.

More Anti-Goldwater Mail

"They all suggest that you have some personal reason for wanting to beat down Goldwater," Mr. Reston says. He adds that since the close of the convention, there has been a sharp upturn in anti-Goldwater mail.

Robert Novak, who writes "Inside Report" with Rowland Evans, finds that he is getting three or four letters a week from what he terms "the nut element." He says that some of Senator Goldwater's right-wing supporters bitterly denounce what they consider to be criticism of their man.

"We haven't been anti-Goldwater," Mr. Novak says. "We were the first column to take Goldwater seriously. In fact, some people think we're soft on Goldwater. If we had attacked him, I could see why some people might be angry. But unless you're falling all over with praise for him, some people think you're against him."

Some of the letters are personally abusive, Mr. Novak says. One letter-writer called the team "pen prostitutes" and suggested they "take a trip to Nazi Germany."

One young Goldwater supporter brought Mr. Novak to the boiling point in San Francisco, and the columnist threw a punch when the man insulted him in "gutter language."

'A Little Tussle'

"It was just a little tussle," Mr. Novak says, "and if it had happened at any other time no one would have noticed it." He says that the Goldwater backer objected to a column the pair did last year on the Young Republican meeting in California. "These kids like to use gutter language. Someone ought to take them over his knee and give them a good spanking. They don't belong in politics because they don't have any perspective about what's going on."

The columnist was careful to point out that these "absolute nuts" were not members of the Senators' professional organization. "We get along fine with his staff," Mr. Novak said.

George Dixon, who writes the humorous "Washington Scene" column, says many of the abusive letters he receives suggest that he be lynched, horsewhipped, or physically mutilated. "I've never seen anything like this," he says. "This is a frightening thing. Every letter suggests some sort of violence."

Mr. Dixon says, "usually if I began getting this sort of mail from one person I'd turn them over to the postal inspectors. But these aren't from one person. I can't spend all my time talking to postal inspectors."

The columnist began to get the abusive mail "about two weeks before the convention, when I started giving Goldwater a hard time." Things written in a humorous vein are taken in dead earnest.

"If you don't start off by saying that Barry Goldwater is the greatest man that ever lived, you're against them," he says.

'Nigger-Lover' Is New

Marquis Childs, *St. Louis Post Dispatch*, says that he gets about three or four letters a day, many forwarded by other papers that carry his column. "Many of them use the term 'nigger-lover' which is something new," he says.

Mr. Childs says he first started to notice the increase in hate mail "a month or two before this Goldwater thing began." He receives some threatening letters that warn "We will take care of you when the time comes."

"Up until now, I haven't taken all this too seriously," he says. "But it's becoming very disturbing and increasingly virulent." He says most of the mail is unsigned.

The *Baltimore Sun* has found that its mail has been running extremely heavy for late July, and that much of the abusive mail is anti-Negro or anti-Semitic. It is often addressed to columnists Price Day or Tom O'Neil.

"I just got in from San Francisco an hour ago, and all I've been doing since I got back is open abusive mail," Mr. O'Neil said. "Most of it is hysterical and it all takes a standard line, as if it has been set down in some manual somewhere. It all says that I am trying to disfigure Goldwater."

Don't Understand Reporting

Mr. O'Neil says that despite the fact that he writes a signed column of opinion, writers complain about his "reporting." "These people just don't understand what you're doing," he says.

A staffer in Columnist Joseph Alsop's office says that everytime Mr. Alsop writes a column about Senator Goldwater, the office receives about four or five vitriolic letters a day. They are usually addressed to "Joseph Alslop" and are unsigned. They contain unprintable insults.

The poison pen writers seem to prefer to select an individual columnist to vent their spleen rather than writing to a newspaper.

The *Washington Post*, often a favorite target for right wing extremists, has not been getting many abusive letters. "We have been getting a tremendous amount of mail on the subject of Goldwater, but most of it has been pretty rational," says Bill Rice, an editorial staffer. The *Washington Star* has also been getting heavy mail objecting to their opinion of Senator Goldwater, but little of it is the type that could be described as hate mail.

Interview

(*Continued from page* 9)

The high point of the interview was Senator Goldwater's disavowal of making political extremism an issue by his acceptance speech assertion that "extremism in the defense of liberty is no vice. Moderation in the pursuit of justice is no virtue."

He referred not to political extremism, but to extremism in the defense of the principles of freedom, Mr. Schatt's story explained. It quoted Senator Goldwater as saying, "President Eisenhower was worried until I talked with him."

Harassment and Distortion

The story continued: "Goldwater then challenged Gov. Nelson Rockefeller to defend his position that extremism in the defense of freedom is a vice . . . 'if he says that, he's insulting every man who ever fought in a war for us.' "

Mr. Schatt also reported that the "silver-haired Senator" termed the CBS News department's treatment of him as "a policy of constant harassment." Other news organizations that distort his position, the candidate said, include the New York Times and the Washington Post. From these papers, he believes, European news media get a false image of his beliefs.

Asked his reaction to the unexpected turn of events afterward, Mr. Schatt said: "I was afraid at first, but the Senator proved easy to talk with, and personable."

Story Made Vets Envious

After the story had appeared in the Republic, Mr. Schatt was told by the candidate's press secretary: "You gave some of the veterans traveling with Senator Goldwater more than a slight twinge of envy."

Paul Schatt will be a sophomore at Arizona State University in September. He has been a beginning reporter on the Republic staff since June 1.

This was his first major story as a Republic reporter, but he talked with the late President Kennedy and the then Vice President Johnson in 1962 at a press conference for high school journalists.

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Strike Is Over

FLORENCE, S. C.

A strike begun Sept. 5, 1962 has ended with the reinstatement of 13 printers to jobs at the *Florence Morning News*. The publishing company agreed to comply with a circuit court ruling that the typographical union must be recognized for bargaining representation.

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Retired Editor Dies

ST. JOHN'S, Nfld.

C. E. A. Jeffrey, 82, editor of the *Evening Telegram* here for 36 years up to his retirement in 1959, died July 18 after a long illness.

Harlem Rioters Injure, Threaten Newsmen

Bloody racial riots in Harlem over last weekend challenged reporters and photographers as a most dangerous and difficult assignment.

With more than 100 persons injured and more than 100 arrested and 40 stores broken into, looted, the rioting on three nights over a vast locale made a complex story to unravel. Death and danger lurked on every corner.

A score of Negro newsmen—reporters and photographers employed by various media — were assigned to the riot stories. In a number of tense situations, the Negroes helped to protect their white co-workers from abuse by the mobs.

'They Clobbered Me'

In some cases Negro reporters were able to take off coats and ties and travel right along with the rioters.

John Mulligan, Associated Press local staff reporter, said any white reporter drawing a Harlem assignment would admit to being "scared stiff."

One of the most seriously injured was Robert Daly, a CBS television cameraman, who was hospitalized after a gang of Negro men and boys beat him with fists and clubs. His $1500 camera was stolen.

"There was a riot and I was right in the middle," he told other newsmen at Harlem Hospital. "They clobbered me. They cracked me on the skull. They got me against a wall and let me have it."

Paul Serafini of AP said newsmen were ill prepared for their assignment. A few photographers had helmets but most of the newsmen who followed the sounds of police gunfire and sirens trusted to luck.

"We were not heroes. We realized there was no other way to get the story," he said. "We walked in the center of the streets and ducked under awnings whenever possible. Sometimes we jumped into parked cars as flying glass spewed in all directions."

A cab driver refused to take Robert Muller, UPI reporter, close to the scene and left him out a mile away. "As I walked," Mr. Muller wrote, "catcalls mounted and Negroes bumped into me in increasing numbers. . . . It was the longest mile I ever walked in my life."

The night rioting grew out of the fatal shooting of a Negro boy by a white police lieutenant in an initial daytime riot near a school. The police said the boy was attacking the officer with a knife.

Photographer Injured

In the subsequent night riots, a *New York Times* photographer, John Orris, was attacked by a group of Negroes and punched in the eye. Patrolmen standing nearby dispersed the group by firing five or six shots over their heads.

"I saw a beer-bottle Molotov cocktail land and explode in flames in the middle of 10 policemen," wrote Edward Cumberbatch in the *New York Post*.

"I was in the middle of pistol-fire so heavy that you couldn't hear a conversation; the air was thick with the smell of gunsmoke."

The Post reporter wrote that he saw piles of beer bottles piled in the gutters by 5 p.m. as ammunition for the evening. He talked with young men on the street corners who told him hell was going to break out that night.

He Was Scared

"When hell broke I was scared," he wrote. "I was scared of those bottles. They came out of crowds, out of apartment windows. And I didn't have a helmet. And I was scared of stray bullets.

"I kept my press card in plain view for a while so the cops would know why I was there. Then I broke it off so the rioters wouldn't know who I was — a CBS photographer had his arm broken and was knocked unconscious.

"The hate was as thick in the air as the smell of gunsmoke. A group of 15 men stood outside a bar on Seventh Avenue and challenged cops. 'Come on inside,' they'd yell. 'Leave your gun out there and come inside and see how brave you are!'

"Young men taunted patrolmen like bullfighters: 'We're not non-violent, you pigs!' And then the cops would decide to clear an area and they'd charge, swinging clubs and taking their toll of the hindmost as the rioters fled."

Jimmy Breslin reported in the *New York Herald Tribune* that something that exploded, probably a Molotov cocktail, was hurled after the car in which he was riding through Harlem in mid-afternoon. Epithets were hurled at him along the precarious way.

Price of Reporting

"I know the price of covering a riot," Mike Pearl wrote in the *New York Journal-American*. "It's standing face-to-face with a screaming mob that wants to tear you apart. The price is fear—the fear that you may not get out alive.

"With New York Journal-American photographers Seymour Zee and Mel Finkelstein, I swam through a sea of violence in Harlem last night, and I didn't think I'd be alive to write this. Or that Seymour or Mel would ever see their photos in the newspaper.

"It was that close.

"Seymour and I were shoved violently against a car and pinned there by a jeering, jostling mob that grabbed my notes, wrenched my necktie, and cried for blood—ours.

"Mel dived to a Harlem street when he found himself in the line of a fusillade of bullets. For nearly an hour, I didn't know if he was alive or dead."

"We tried to edge out of our tight little prison, and even this enraged our captives. They kicked and kneed us, shouting and gesturing wildly under our noses.

"A hand cracked me in the left eye. Fingers jabbed into us as a dozen men pushed home their thoughts, each demanding attention.

"The hot breath of riot, violence and even death was in the air. I thought we would go down under their fists and feet in a moment.

Reporter Saves Reporter

"Then I heard a calm and commanding voice a few feet to my left. 'Give that fellow back his notes,' it said evenly. I saw Julius Griffin, a Negro reporter from the New York Times standing there."

The mob reluctantly gave back the notes to Mr. Pearl and the newsmen escaped.

"Part of the price of covering a riot is that you get into spots too hot even for the police," ruefully remarked Mr. Pearl.

Lester Carson, a Negro reporter for the *New York World-Telegram & Sun*, wrote:

"I was thankful that my skin was black as I stood on a Harlem corner and heard a Black Nationalist speaker shout:

"'Kill every white man in sight! Burn down every white man's store!'

"But not even black skin was a passport to safety last night. Harlem was once again a no man's land, and anyone caught between mobs of rioting Negroes and platoons of club-swinging police was in danger of death or injury."

When the first bottle crashed into the streets, all shops quickly closed and would not admit anyone, including reporters, who could find no place to hide.

"Hide some place else — I wouldn't open this door for Jesus," shouted one store manager to Mr. Carson.

Another W-T&S reporter, Tom Collins, wrote:

"The crack of a 38-caliber police revolver sounds like a two-inch firecracker. Each time you ask yourself whether you should hit the ground, or duck a little, or just cringe.

"Before the long night of making your way through the glass and garbage-littered streets is through, you've ducked and cringed dozens of times, and you've accepted fear as a companion.

"If you found yourself in the path of one of the gangs, you felt a twinge of fear that went far deeper than that caused by the crack of police pistols. You could feel hate focused on you when you caught the mob's eyes.

Tried to Hide

"You tried to avoid its attention, quickly crossing the street, pretending not to notice the mob in the hope the mob would not notice you."

John Mallon and Richard Henry reported in the *New York Daily News*:

"In another foray by rioters, a CBS television photographer and three camera crew members were attacked by 25 Negroes. The photographer was beaten with clubs and fists and knocked to the ground while his crew was scattered."

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Al Williams Named Managing Editor

SCRANTON, Pa.

Al Williams, telegraph editor, has been promoted to managing editor of the *Scranton Tribune* (morning) and the *Sunday Scrantonian* to succeed B. B. Powell who has retired at the age of 68.

Mr. Powell, a newspaperman for 54 years, began as a copy boy here and worked in Philadelphia and Elizabeth, N.J. for awhile. He was appointed managing editor of the Tribune and Scrantonian, published by Herman S. Goodman and Richard S. Little, in 1938.

Mr. Williams has worked for the papers for 26 years. He is a former president of the Scranton local, American Newspaper Guild.

Sam's Lawyer Says He Will Sue Papers

The threat of lawsuits for millions of dollars hung over news media this week in the wake of Federal Judge Carl A. Weinman's order that Dr. Samuel H. Sheppard be given a new trial on the charge that he murdered his wife 10 years ago.

In one statement after the release of Dr. Sam from prison in Ohio, his attorney, F. Lee Bailey, declared:

"I intend to sue Louis Seltzer and Scripps-Howard Newspapers for their net assets. I don't know how much they are but I think he (Sheppard) deserves something for having given up 10 years of freedom. I'll file the suits after a decision is made on whether Dr. Sheppard is to be prosecuted again."

Later, in New York, where Dr. Sheppard was honeymooning with his bride, the former Ariane Tebbenjohanns, the attorney said: "I intend to see that Dr. Sheppard recovers his financial losses for the time spent in jail."

In freeing Dr. Sheppard on bond, Judge Carl A. Weinman stated "if ever there was a trial by newspaper, this is a perfect example." (E&P, July 18).

Judge Weinman found the Cleveland osteopath "was denied his constitutional right to a fair trial," but he did not judge whether or not Dr. Sheppard was guilty in the death of his pregnant wife, Marilyn. His constitutional rights the judge said, were denied in five separate violations:

Failure to grant a change of venue or a continuance in view of the newspaper publicity before trial; inability of maintaining impartial jurors because of the publicity during trial; failure of the trial judge to disqualify himself although there was uncertainty as to his impartiality; improper introduction of lie detector test testimony, and unauthorized communications to the jury during their deliberations.

He concluded: "the trial can only be viewed as a mockery of justice."

Judge Weinman devoted 16 pages of his 86-page decision to pre-trial newspaper stories, editorials and editorial cartoons from Cleveland newspapers.

Finishing with a listing of headlines, the judge commented:

"The court does not deem it necessary to analyze in detail the above quoted newspaper editorials, articles and headlines or the remainder of the five volumes of clippings submitted into evidence. Suffice it to say that each of the three Cleveland newspapers repeatedly printed material which strongly suggested and, in fact, urged petitioner's guilt."

He singled out an editorial that appeared in the *Cleveland Press*, "But Who Will Speak For Marilyn," as "a cheap, sob-sister editorial."

Additional stories and editorials are mentioned in the section under "publicity during trial," and the Judge also singled out Bob Considine for announcing over the radio "a comparison between petitioner and Alger Hiss."

Judge Weinman ruled two jurors admitted hearing Walter Winchell broadcast a report that a woman under arrest for robbery had stated "she was the mistress of Sam Sheppard and responsible for the birth of a child" but said that would have no effect on their judgment.

Quoting from the Supreme Court of Ohio which he said described the atmosphere surrounding the trial as 'a Roman holiday' for the news media, the judge said "here a comparatively small courtroom was reserved primarily for the news media and the trial became its showpiece."

Stating, it is often difficult to draw the line between propriety and impropriety in newspaper reporting and adding "newspapers have the right and indeed an obligation to the community to advocate and to criticize," Judge Weinman said: "the inflammatory and prejudicial reporting did not subside when the trial began; it continued throughout the trial."

Judge Weinman said photographs of the entire jury and of individual jurors, at times with home addresses, appeared "in no less than 40 issues of the Cleveland newspapers."

He also stated the newspapers ran editorials praising the trial judge, then a candidate for reelection, and published photographs and sketches of him "in at least 46 separate issues." He ruled, "this was certainly an attempt to bring him around to their way of thinking."

Dorothy Kilgallen's statement that Judge Edward Blythin (since deceased) told her "he is guilty as hell" when she discussed Dr. Sheppard with him was cited.

Both Cleveland newspapers — the third, the *Cleveland News* had been acquired by the Cleveland Press since the 1954 trial — commented editorially on Judge Weinman's findings.

Said the *Plain Dealer:*

"The U. S. District Court decision is an incident of the increasing interest of the federal judiciary in determining whether constitutional guarantees have been safeguarded in the conduct of trials in state courts.

"As for the judge's criticism of newspaper coverage of the trial, the Plain Dealer finds no need to defend its objectivity and fairness."

The Plain Dealer called for an appeal by the state and for final resolution of the case "in the avenues which have been opened in the federal courts."

The Cleveland Press said editorially:

"Judge Weinman singled out the Press for special criticism for its news stories and editorials at the time. This newspaper believes its reporting was objective and its editorials fair and based only on a desire to see that justice was done."

The Press stated the decision "would sound incredible in any other murder case."

That he ruled the trial was not only unfair, but a mockery, was typical of the 61-year-old Dayton judge.

Such decisions, although on a smaller scale, have become the expected in the district court since Judge Weinman borrowed a robe the first day he sat on that bench Oct. 2, 1959.

Dignity, absolute perfection in court order and simple justice are the judge's aim, court affiliates say, in his job as chief judge of the U. S. Southern District of Ohio.

Austere and unapproachable are terms other court employes used in speaking of the judge, but all agree his subtle humor is well known and the decorum of his court is enviable.

That the judge was chosen to decide the Sheppard case was accidental in that Sheppard's attorneys filed the suit not in Dayton, but in Columbus, where U. S. District Judge Mel Underwood presides.

Methodically and exactly, as

(*Continued on page* 48)

Sam and Ariane Can't Lose UPI Pursuers

THE GAME'S OVER and they have their exclusive story and pictures on Dr. Samuel Sheppard and his bride, Mrs. Ariane Tebbenjohanns. In the Columbus UPI bureau are: Left to right—John Ruch, Jim Devers and Ronnie Kuntz.

CHICAGO

What started as a 15-auto caravan of newsmen and photographers from Columbus to Chicago to report and photograph the three-state dash of Dr. Samuel Sheppard and Ariane Tebbenjohanns to be married wound up with only two cars still in the race, both carrying United Press International men.

There was one other newspaperman who finished the high-speed safari, but his problems were not concerned with driving or keeping up with the couple. Paul Holmes of the *Chicago Tribune* rode with the party, which also included F. Lee Bailey, Dr. Sheppard's attorney, and Mrs. Bailey.

John S. Ruch, of UPI's Co-

(*Continued on page* 48)

He Aims to Save Union Bargaining

"Arm-in-arm with the unions, not at arm's length" is the policy John J. Gaherin says he is bringing to New York as principal negotiator for the city's newspapers with the nine craft unions and the Newspaper Guild.

To that end, the new executive vicepresident of the Publishers Association of New York City has been working overtime since July 1 to call upon the union officers with whom he expects to begin bargaining and to visit the plants of the *Herald Tribune, Journal-American, News, Times, Long Island Press, Long Island Star,* and *World-Telegram & Sun.*

"How else can I get to know these people and their problems?" he asked.

Mr. Gaherin has also met with the Joint Board and a subcommittee of it. This is the group of newspaper and union representatives that holds regular informal, off-the-record, non-binding sessions to discuss problems prior to the pressures of contract negotiations. It was formed at the suggestion of Mayor Robert F. Wagner, and will shortly hold its eleventh meeting. Mr. Gaherin called it a "worth while project."

Favors 'Safety Valve'

Mr. Gaherin also said he thought highly of the same idea being carried out on the level of the international union presidents by the labor relations committee of the ANPA.

"These meetings should be most productive for all of us," he said, noting that the trend started as a "safety valve" after the explosion of the 1961 steel strike.

Collective bargaining, in Mr. Gaherin's opinion, is still very much alive. He does not hold with those who have buried, or are about to bury, this traditional labor-management tool.

"By far the best way to solve problems is across the table by people of mutual interests," he said. "Management and labor may disagree on many points, but areas of agreement far outweigh the negative side. Both sides are dedicated to the survival of their industry; both want the business in which they are engaged to be as prosperous and as vigorous as it can be."

All New York union contracts have the common expiration date of March 30. Under terms of most of the contracts, proposals must be submitted by both sides and negotiations begun at least 60 days before this date.

Bertram A. Powers, president of Typographical Union No. 6, has served notice that he wants to bargain individually with each newspaper rather than with the association. He also wants to begin negotiations as soon as possible.

Visits Newspaper Plants

Before actual negotiations start, Mr. Gaherin, who began working at the association July 1, is keeping busy getting to know the newspapers and the unions. Long after the dinner hour you are apt to find him in the plant of the New York News, for instance, watching first editions come off the presses. On this tabloid a computer system for automatic typesetting of both advertising and editorial copy has been installed, but is yet to be used. This is a question to be negotiated, according to Mr. Powers.

Another night he may be observing the TTS in operation setting the stock tables on the Herald Tribune and the Times. The question of how much, if anything, should be shared in savings with the typographical union is another question to be decided. The union and the association have yet to agree on an arbitrator.

He has spent some time at the plant of the World-Telegram and Sun, of which Matt Meyer, chairman of the association, is publisher. It was Mr. Meyer and the executive committee who selected and named Mr. Gaherin to his present post. He is working with Donald R. McVay, who continues as executive secretary.

Mr. Gaherin was found for the association by Booz, Allen & Hamilton, management counsel. He was one of 14 candidates who were screened, and finally cut down to five, from whom he was finally selected.

Mr. Meyer said that what chiefly influenced the executive committee who made the choice was Mr. Gaherin's experience dealing with many unions. At the time he was engaged by the New York publishers he was representing all the Eastern Railroads in their long negotiations with the railroad unions over work rules. Railroads often deals with 32 unions.

Mr. Gaherin, in fact, was one of four negotiators working on this long drawn out discussion with the railroad brotherhoods.

(*Continued on page* 48)

John J. Gaherin, at left, executive vicepresident of the Publishers Association of New York City, and Herbert L. Haber, of the staff, in the association's office.

N. Y. Publishers Veto Separate Bargaining

Lines for a legal battle between the printers' union and seven New York City newspapers were drawn this week.

Bertram A. Powers, president of Typographical Union No. 6, said he was filing charges of unfair labor practice with the National Labor Relations Board against the Publishers' Association of New York City. His move followed the publishers' rejection of his request to negotiate new contracts with the papers individually rather than jointly through the association.

Contracts expire March 30, with the printers, eight other craft unions and the Newspaper Guild of New York. The Guild has separate contracts with the seven papers which are the *Herald Tribune, Journal-American, Long Island Press, Long Island Star-Journal, News, Times,* and *World-Telegram & Sun.* The *Post* withdrew from the publishers' association last year and is dealing separately with the unions.

The printers base their case on the ruling in favor of the pressmen's union in Detroit, which is on appeal in the courts. NLRB Examiner Paul Bisgyer recommended that the board give the union the privilege of withdrawing from joint negotiations since employers have that privilege. However, NLRB Examiner George J. Bott ruled earlier that the newspapers were not engaging in unfair labor practice by refusing to bargain separately with the Paper Handlers & Plate Handlers Union.

A spokesman for the New York publishers declared they were prepared to defend their position in court.

Gaherin's Reply

John J. Gaherin, executive vicepresident of the publishers association, replied to Mr. Powers as follows:

"We cannot accept this announcement of your intention to negotiate separately with each of the signatory publishers. We do not consider the union has the unilateral right to disregard and overturn joint collective bargaining relationships that have existed for many years. We are convinced that this action represents an improper attempt by the union to undermine the multi-employer unit.

"Accordingly, we unqualifiedly reject your demand for bargaining on an individual employer basis, and will not enter into any negotiations concerning a new contract while the union adheres to this position."

In a statement that accompanied release of the letter, Mr. Gaherin called Mr. Powers' demand "a dangerously retrogressive step."

"Joint bargaining with the newspaper craft unions was inaugurated in 1897, when the publishers' association was formed, and has been maintained continuously ever since," the statement continued.

"Surely one great lesson of the recent strike was that both unions and publishers have a vital, common stake in labor peace. Mr. Powers' proposal leads in the opposite direction."

Guild Raises Taxes For Defense by 2-1

LONG BEACH, Calif.

Adoption of a five-year per capita assessment schedule to accumulate a $2,000,000 strike defense fund, highlight of the 31st annual convention of the American Newspaper Guild, brought sharp conflict between the large and small locals.

The assessment schedule calls for a monthly payment of from $1 to $6, based on salaries up to $200 weekly and over. An accompanying strike-lockout benefit schedule calls for payments of $35 a week for a member with no dependents to $65 a week for five or more dependents.

Tempers flared in an afternoon-evening session. The eventual vote for the majority report, embodying the assessments, was 245 5/6 to 127 1/6. Another vote, sought by the Denver local for a referendum, was defeated by a vote of 316 1/3 to 47 2/3. The roll call to defeat the minority report was 273-13/60 to 100 47/60.

During the preliminary finance committee discussions in shaping up the controversial payments, 38 members signed the majority report which was finally adopted with minor changes. The minority report was signed by 28 members — not objecting to assessments but proposing a lower starting floor of $750,000 instead of $1,000,000.

The fight for approval was led by the larger locals, including New York, with 8,000 members and 82 convention votes, and San Francisco-Oakland and Toronto, with 2,000 members each. The financial deficits which prompted the drastic action largely was caused by strike benefits paid during the 1962-63 strike in New York.

36 Make Speeches

Rancor erupted again at the closing convention session when Richard L. Batzer, president of the Buffalo local, urged other locals to join him for a referendum on the assessment schedule and "against the farcical conduct of the convention and the smug and raw display of power." He declared "I want to see where the power really lies and I think I know." His speech was followed with silence.

Such a proposed referendum would require petitions from 10 locals in at least five states, and 5% of the membership of each.

Thomas J. Murphy of New York led the opposition to the minority report, Harry Golden Jr. of Detroit defended it. Among others speaking for the majority report were David Schick of Philadelphia, Richard P. Lane of Memphis and John E. Deegan of New York. Among minority advocates were Philip R. Mayer of Hawaii and Jean D. Hartnett of Buffalo.

There were 36 speeches during the discussion, interspersing spirited parliamentary sparring.

John M. Lemmon of Washington was chairman of the finance faction bringing in the majority report. It pointed out that a defense fund deficit of $348,189 was offset by 16 monthly assessments on the membership, giving a surplus of $606,501.

The report warned "we must profit from our experience . . we must make sure that the Defense Fund is better able to meet its obligations and that the next crisis will not be quite so penetrating, quite so frightening and quite so disabling." It quoted a special strike policy committee which reported to the convention "ANG must stop paying lip service to its $1,000,000 Defense Fund goal and take positive and dramatic steps in the direction of achieving it."

Key dates adopted provided that an emergency shall exist in the Defense Fund if its assets are below $1,000,000 in or after Dec. 31, 1964; below $1,500,000 on or after Sept. 1, 1967, or below $2,000,000 as of Sept. 1, 1969. The Defense Fund assessments necessary to reach the Dec. 31, 1964 floor shall be levied in November and December, 1964.

The losing minority group proposed a $750,000 floor by next Dec. 1; a $1,000,000 floor by Oct. 1, 1965; a $1,500,000 floor on Oct. 1, 1967 and $2,000,000 floor by Oct. 1969.

Detroit will host the 1965 convention but an invitation for 1966 brought no offers. The International Executive Board will consider a suggestion that the meeting go into the deep south as an indication of strong Guild support of civil rights.

New Vicepresident

Bernard Stein, *New York Times* and third vicepresident of the New York local, was elected the regional vicepresident to succeed Edward Easton Jr., who resigned because of illness.

Two collections were taken. One after an appearance by Negro Comic Dick Gregory brought $663 in support of civil rights workers in the South. The second brought $268 for the political education fund. Informal financial pledges were made to help Detroit members in a current labor dispute.

Dozens of resolutions were adopted. One on human rights deplored employment discrimination and inequality of employment opportunity in the newspaper industry.

A political action resolution called for opposition to "radicals of the right", formation of political action committees locally, and stimulation of voter registration.

Contract provisions to protect Guildsmen against results of automation were urged. One job security clause proposed was "protection against dismissals as the result of introduction of new or modified processes or equipment." In addition, the provision would call for six months' notice to the Guild in advance of the use of new or modified processes or equipment which would introduce new jobs or alter the content of existing job classifications. There would be Publisher-Guild consultation and agreement during the six-month period, and provision for retraining of employes at the expense of the company.

The collective bargaining resolution also declared "Nor should we lose sight in our emphasis on protections against the threats of automation, of the necessity of bargaining to assure our members of sharing the fruits of automation . . benefits of shorter hours and longer vacations, higher wages and better pensions."

The Guild, noting press criticism at the Republican national convention meeting at the same time in San Francisco, deplored "unwarranted attacks on the objectivity of the press", citing that "newspapermen and educators invariably are the first object of attack by the extremists who start the movements which breed dictatorships." The resolution noted that "attacks on columnists and correspondents (at San Francisco) are without precedent in their vituperative and irrational nature."

Georgia Court Voids Multiple Libel Suits

ATLANTA

The Georgia Court of Appeals has voided old English law provisions under which an aggrieved person could file libel suits against a newspaper in several counties over the publication of one news article.

"In a suit against a newspaper for the publication of a libelous item," Judge Homer Eberhardt wrote, "the cause of action arises in the county where the edition of the paper containing the item is first generally circulated."

The 5-4 precedent-establishing decision adopted for Georgia what is known in other states as the "Single Publication Rule."

The opinion sent back to the city court of Polk County at Cedartown a $3.1 million libel suit filed by Joe Rives against Atlanta Newspapers Inc. Mr. Rives, coach of a Little League baseball team, sued over a Journal story about a game in the 1963 state tournament.

He appealed after the city court sustained a plea of Atlanta Newspapers for dismissal of his petition.

"In the light of the present day demands for the printed word in newspaper, magazine and book," the appeals court said, "there is under the English rule the constant and frightening specter of the possibility of one, deeming himself to have been libeled, instituting separate suits in connection with each and every sale of the paper, magazine or book and in every location where the sales may have taken place.

"Whether meritorious or not, they hang like the sword of Damocles over the head of the publisher and the plaintiff has the advantage, not afforded in other torts, of selecting the forum in which he will bring his suit."

The opinion cited decisions of Mississippi and Alabama supreme courts upholding the single publication rule to prevent multiple suits by the same persons over one news story.

Judge Charles A. Pannell, writing for the minority, said the majority took lawmaking powers upon itself in its findings.

"However desirable the one publication rule might be," Judge Pannell said, "it is not the law of this state and this court is powerless to hold otherwise.

"To do so is nothing more than judicial legislation."

Atlantic City Gets Set for Press Army

ATLANTIC CITY

Working arrangements are nearing completion for some 6,000 press, radio and television representatives expected here next month to cover the 34th Democratic National Convention.

The total press corps figure tops by 740 the number of convention delegates and alternates.

Samuel C. Brightman, deputy chairman for public affairs for the Democratic National Committee, said about one-third of the 6,000 will be newsmen.

The other 4,000 will include camera and sound men, engineers, and technicians connected with news media.

(At San Francisco, the media attendance figure of 6,000 for the GOP convention grew from day to day to 7,500. A total of 8,250 badges were supplied for press representatives, according to Dymo Industries Inc. which had the contract to supply plastic identification badges. The same company will provide this service for the Democrats.)

Convention business will be conducted in the main auditorium of Convention Hall which is 488 feet long, 288 feet wide and 137 feet high.

Prime seating space on the convention floor will be on either side of the rostrum. Here 962 seats will be reserved for large daily newspapers, wire services and the like.

'Miscellaneous Press'

In back of this area will be space for several hundred newsmen from small dailies, Negro newspapers and weeklies. Mr. Brightman refers to this area as the "miscellaneous press section."

Some 300 radio and television men and 250 representatives of periodicals will have seats in the balcony on either side of the rostrum.

Convention Hall is between Georgia and Mississippi avenues and between Pacific avenue and the Boardwalk. It contains 34 meeting rooms seating from 125 to 35,000, three exhibit halls and 320,000 square feet of exhibit space.

The press work area will occupy 97,000 square feet on the street level. Some 1,260 square feet of this space will be furnished with desks, about 50 typewriters and other equipment for news media without private offices.

Much of the remainder of the space is being partitioned into about 60 small offices for wire services, large dailies, syndicates, weekly news magazines, Western Union and others.

Press Conference Room

A large room on the top floor will be set aside for press conferences with convention newsmakers. Freight elevators will carry newsmen from the street level to the press conference room. Escalators connect other levels in the hall.

Mr. Brightman said no member of the press will be admitted to Convention Hall without credentials. Various types of passes will be issued. Each will identify the area of the hall where the bearer is entitled to go. For instance, one badge will admit a newsman to the convention floor and the press work area while another will allow the wearer only in the work section.

There won't be any additional press headquarters at a hotel near convention headquarters.

"The feeling is that since hotels are so close to the Convention Hall here there is no need for additional space at a hotel," Mr. Brightman said.

Accreditation for the press is being handled by the Standing Committee of Correspondents in Washington. This is a group elected by reporters who cover the House of Representatives and the Senate. Warren Duffee of United Press International is committee chairman.

Mr. Brightman said accreditation will be parceled out partly on the basis of circulation, location of news media requesting credentials and other considerations.

No Credentials for Students

"We'll try to see that all parts of the country have a chance to qualify and that papers which have always covered conventions are taken care of. We'll also consider papers in the East who may want to send reporters to the Democratic Convention because Atlantic City is close to their circulation area. No student publications will be accredited," Mr. Brightman explained.

Mr. Brightman asked that small dailies and weeklies write to him for credentials. His address is Democratic National Committee, 1730 K St., N.W., Washington, D.C.

Members of the press may pick up their credentials at Convention Hall when they arrive here before the convention's opening date Aug. 24.

Badges will be given out from separate offices, one for the press and the other for radio and television.

Mr. Brightman suggested that members of the press bring their own typewriters since those in the work area will be on a first-come-first-served basis.

The delegate lounge, seating 5,000, will be on the mezzanine level of the hall.

The Eastern Railroads Presidents Conference is planning to sponsor a railroad lounge inside the press work area where sandwiches, beer and other snacks will be available.

Some Didn't Fly to GOP Convention; They Rode the Burlington's Zephyr

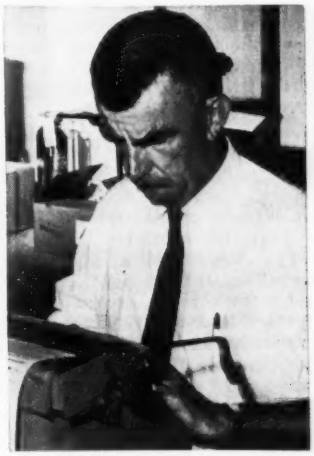
Mr. and Mrs. W. D. Maxwell. He's the editor of the Chicago Tribune.

Mr. and Mrs. Clifford B. Ward. He's the editor of the Fort Wayne (Ind.) News-Sentinel.

DIRECTING—Wes Gallagher, Associate Press general manager, took a personal hand in coverage of the Republican National Convention, even to . . .

Mr. and Mrs. Ray Dorsey. He's an editorial writer for the Plain Dealer, Cleveland.

Mr. and Mrs. James C. MacDonald. He's the editor of the Toledo (Ohio) Blade



WRITING—It was like old times for Wes Gallagher, political reporter and war correspondent, as he joined AP's staff of 150 at San Francisco.

J-School Teachers Start Strike Daily in Detroit

DETROIT

Detroit's daily newspapers, the evening *News* and the morning *Free Press*, remained closed this week as Freeman Frazee, president of the Local Pressmen's Union, predicted: "It will be a long one, particularly if the newspapers intend to collect their $10,000 a day strike insurance for what I understand is a maximum of 12 weeks."

Mediators met July 20 with representatives of the union and the Detroit Newspaper Publishers Association in what Lawrence Wallace, association secretary, described as an "exploratory meeting."

Both sides presented their views of the strike, which closed down the two newspapers July 14, without reaching any conclusions. No further meetings were scheduled.

As the strike went into its ninth day, on July 22, the *Detroit Daily Press*, appeared on stands. About 200,000 12-page copies were offered for sale at 10 cents per copy.

The new publication, supported by Detroit businessmen and a stockbroker, according to Frank Gill, executive editor, has on its staff about 20 to 25 newsmen, mostly from the Free Press. Mr. Gill is advisor on student publications at Wayne State University. Michael Dworkin a 23-year-old journalism school instructor and graduate student at Wayne State, is the editor and publisher. Curtis Hazeltine, a rewrite man, from the Free Press is city editor. He said that staff members were receiving $100 a week.

An eight-page tabloid, the *Daily Bulletin*, also made its appearance, carrying baseball and horse race results, and a tv and movie guide. The *Detroit Emergency Press* is a bi-weekly printed by the publisher of a Detroit neighborhood newspaper.

4,100 Out of Work

Mr. Gill said the Detroit Daily Press would be published only until the strike is terminated.

About 4,100 persons at the News and Free Press were off the job, including 355 pressmen and 160 members of Local 10, Paper and Plate Handlers Union, who walked off their jobs with the pressmen.

Mr. Frazee said no strike benefits were being paid because of the depletion of such funds by strikes of typographical unions against newspapers in New York and Cleveland in 1962-63.

"The only money our members are getting," he said, "is that paid for work in small printing plants in the area. Our men are getting one and two days a week. They are hired by alphabetical order."

Pressmen have been offered $8.30 a week increase on scale in a 21 months package and paper handlers $9.45 a week increase over 24 months. This would bring the base rate for pressmen to $220 per week and for paper handlers to $159 per week.

Meeting Suggested

Mr. Frazee said he had asked Anthony J. De Andrade, International President of the Pressmen, to meet with Peter B. Clark and Lee Hills, publishers of the News and Free Press, respectively. Alex Rohan, international secretary-treasurer, is conferring with pressmen's local officers here.

Mr. Frazee also is president of the Detroit Newspaper Council of Unions, a group of 14 unions representing the 21 contracts held in the newspaper industry. He said the council had declared its complete support of the strike and had asked that the publishers personally attend future meetings with the unions.

The *Free Press* explained its position on what it described as "Probably the least understood" issue in the strike. Newspaper spokesmen referred to a demand from the pressmen's union that the Free Press pay its members time-and-a-half for regularly scheduled Saturday work within the 5-day week.

In a letter to Free Press employes, Publisher Lee Hills and General Manager John B. Olson said the pressmen already have a 35-hour week and the latest proposal "Boils down to . . . a 28-hour four-day week for pressmen who work Saturdays plus a guarantee of at least an additional day at overtime."

"No morning newspaper in the country has this exorbitant condition in its contract with the pressmen," the letter added. "In fact, all these contracts agree that straight time is paid for a normal Saturday shift within the work week."

Hills and Olson said the News began its premium pay for work on the Sunday edition when there were three major newspapers in Detroit. As a result, there was a shortage of pressmen and the News used the same pressmen to print two papers (the regular Saturday and the Sunday editions' on the same day.

They said the Free Press already has "built-in penalty pay" for Saturday work and that "almost half" of its pressmen now receive "an extra full day's pay for four hours preshift overtime and a half-hour of lunch."

As an example, on the Satur-

(*Continued on page* 49)

New French Tabloid Bows In Montreal

MONTREAL

Metro-Express made its first appearance on newsstands July 22. The morning tabloid is the second French-language daily to start publication here since *La Presse*, Montreal's largest daily, suspended publication June 4 following a printers' strike.

Le Journal De Montreal, an afternoon tabloid, began publishing June 15.

Metro-Express is published by Jacques Brillant, of Rimouski, Que., who publishes the weekly newspaper *Le Progres Du Golfe* and operates radio and television stations there.

Plans call for two editions daily, 32 pages each, of the new daily. Mr. Brillant said the policy of the newspaper will be objective, "indifferent to nothing and independent in everything."

The new daily is printed by the offset method and a cold type process is used for composition of news and advertising.

An editorial team of about 20 is headed by Yvon Turcot, formerly assistant editor of the weekly *La Patrie*.

Metro-Express, starting with a press run of 60,000, will compete in a field which now offers *Le Devoir*, an independent which assiduously battled the regime of former Premier Maurice Duplessis; *Montreal Matin*, backed by the Union Nationale Party

(*Continued on page* 49)

DDB Agency Plans Public Stock Issue

A registration statement has been filed by Doyle Dane Bernbach Inc. with the Securities and Exchange Commission covering a proposed sale of 247,080 shares of Class A stock.

An underwriting group headed by Francis I. duPont, A. C. Allyn Inc. will handle the sale of the advertising agency's stock. The date of sale and the price have not been disclosed, but if it goes through, DDB will be the third agency to turn public. Shares in Papert, Koenig, Lois Inc. went on the market in September 1962, followed a year later by Foote, Cone & Belding Inc. Both agencies are listed on the Over-the-Counter markets.

The 25 selling shareholders of DDB own stock equivalent to a 97.3% interest in the agency, and the proposed sale of the 247,080 Class A stock represents about a 24.8% interest. According to the preliminary prospectus, there are 997,072 shares outstanding, comprised of 249,272 Class A and 7,478 Class B which is convertible. Since none of the Class B stock is to be sold, the selling shareholders will retain a 72.5% interest in the agency after the sale. 25,000 shares will be offered initially to employes of the agency.

Largest of the shareholders are William Bernbach, president; his wife, Evelyn; Ned Doyle, executive vicepresident; and Maxwell Dane, vicepresident, general manager, secretary and treasurer.

Profits on the Rise

In the last four years gross billings have risen from $25,073,280 to $74,908,832, making DDB the 18th largest agency in the U.S. and the 20th in the world. At the same time, profits have risen from $158,356 to $806,479. Profits were doubled in 1963 over those in 1962. In the six months ended April 30, the prospectus shows profits were $868,095, compared to $169,309 in the like period in 1963.

In 1963, the agency bought $15,517,000 of newspaper space and for the six months ending April 30, newspaper billings amounted to $9,424,000. Magazines and business publications got $27,620,000 in 1963 to lead the media field. The radio-tv figure was reported as $21,691,000.

In the section headed "Remuneration", the prospectus discloses that the salaries paid Mr. Bernbach and Mr. Doyle are each $117,211 with $14,692 contributed to the profit-sharing plan. Mr. Dane's annual income from salary is $103,940 and $13,031 for profit-sharing.

Agency Formed To Handle Under $Million Accounts

Norman, Craig & Kummel Inc. has established a subsidiary agency to accommodate clients with billings under the million dollar mark.

Howard Marks, a Cleveland agency owner for the last seven years, sold the major portion of Howard Marks Advertising Inc. to Marcus Advertising Agency Inc., Cleveland, and became president of Howard Marks Advertising/Norman, Craig & Kummel Inc. The new agency is located at 75 East 55th St., New York City.

Mr. Marks, who also became a vicepresident of N,C&K in the transaction, said the new subsidiary will do its own copy and art for its clients on a commissionable basis, and the parent agency will be called upon as required for marketing, research, media and public relations services.

Norman B. Norman, president of N,C&K, said the subsidiary "is not to be confused with multiple agency concept." Rather, he said it is "exactly the opposite of the Interpublic approach." The new agency he reported will accept clients on the same basis that N,C&K does. "This means no conflicts between their clients or those of N,C&K," he explained.

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Gillette in tv Movies Increases Coop Ads

BOSTON

Announcing it will spend $12,000,000 in tv movies when its boxing show goes off the air in September, Gillette Safety Razor Company here said it was also increasing the size of newspaper cooperative ads. Richard Thomas is director of advertising. Maxon Inc., New York, handles the account.

The decision to increase the size of newspaper copy up to as large as 1,000 lines followed a study made among retail stores. It was explained the Gillette policy on newspaper advertising was (1) to use them wherever and whenever concentration is required in local markets; and (2) to use them extensively in cooperation with local retailers.

Currently Gillette is using newspapers on the Pacific Coast on behalf of Foamy Shave Cream. Between Dec. 1 and March 1 when Gillette introduced its new stainless steel blades about $700,000 was invested in newspapers.

ADVERTISING NEWS E&P SECTION

THANKS FOR THE MILLIONS—Treasury Department exhibit notes that newspapers contributed 17.5 million lines of advertising to promote the sale of government bonds last year. Looking over the thank-you card are Dean J. Wilhelm, left, of the South Bend Tribune, NAEA president, and W. Frank Gatewood, Washington (D.C.) Post.

Ad Agency Formed In New Nation

The Interpublic Group of Companies Inc. has set up an advertising agency in Northern Rhodesia called African Advertising Zambia Ltd.

This is the third African agency for the Marion Harper group. The new agency will be operated with British and American directors and the larger proportion of the agency's staff will be nationals.

Northern Rhodesia is scheduled to become an independent African nation (Zambia) in October.

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Financial Division

Establishment of a financial advertising division was announced this week by the Kudner Agency Inc. It is designed to supply investment, banking and insurance firms with complete advertising services, according to Robert M. Watson, board chairman. T. Alexander Benn, formerly of Doremus & Co., heads the new division as a Kudner vicepresident.

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Ad Managers Elect

MEDICINE HAT, Alta.

Bill Duffus, *Regina Leader-Post*, was elected president of the Western Daily Newspaper Advertising Managers Association of Canada recently. Bill Wheatley, *Edmonton Journal*, is vicepresident; and Ken McLellan, *Prince George Citizen*, secretary-treasurer.

McGivena's Agency Joins with de Garmo

L. E. McGivena & Co. Inc. has announced its merger into de Garmo Inc. Both are New York-based advertising agencies.

Leo E. McGivena, founder and president of the agency bearing his name, will become vicepresident and a member of the board of directors of de Garmo Inc. John de Garmo continues as president.

Involved in the merger is Pitney-Bowes Inc., Stamford, Conn. maker of postage meters and office equipment. The firm, a McGivena account for 26 years, has billings exceeding $1,000,000 per year. Also included is another long time McGivena account, Meredith Publishing Company's *Successful Farming* magazine.

As these accounts join the de Garmo list, it raises that agency's billings to $6,000,000.

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Worcester Paper Fill Key Ad Posts

WORCESTER, Mass.

The *Worcester Telegram & Gazette* has appointed John W. Reeves retail advertising manager to succeed Raymond J. Dowd, who has resigned, and Francis X. Collins has been promoted to classified advertising manager to fill the post previously held by Mr. Reeves.

Mr. Reeves has been with the paper since 1949. Mr. Collins has been in charge of classified automobile advertising since 1957.

United Launches New Ad Campaign For 3-Class Fare

United Air Lines has decided to ditch its "one-class" fare on transcontinental flights in favor of a plan which offers travelers a selection from three classes of service.

For the "three-class" service, tagged "Red, White & Blue Jet Service," which goes into effect Aug. 9, an advertising campaign has begun in color and black and white in New York, Los Angeles, San Francisco, Washington, Baltimore, Philadelphia, and Seattle newspapers.

When United inaugurated the $153 "oneclass fare in March 1963, its chief competitors, American Air Lines and TWA, countered by lowering their $186.90 first class price to $160.90. As a result, United did not do as well as they had expected.

If United's competitors now decide to increase from two to three the number of service classes they offer, other ad campaigns will break for newspapers.

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3 AANR Chapters Elect New Officers

New officers have been elected in three chapters of the American Association of Newspaper Representatives. They are:

Boston — James P. Curran (Ward-Griffith), president; Charles S. Dunham (Mathews), vicepresident; Francis H. Stevens, *Providence Journal-Bulletin*, treasurer; and James W. McNaught (Kelly-Smith), secretary.

Kansas City-St. Louis — Gerald P. Ruble (Katz), president; C. M. Lintecum (Allen-Klapp), vicepresident; Pat Murphy (Moloney, Regan & Schmitt), secretary; and Fields Baldwin (Inland Newspaper Representatives), treasurer.

Philadelphia — Larry S. Young (Hearst Advertising Service), president; Dan Tomlinson (Sawyer, Ferguson & Walker), vicepresident; and William Thompson (MR&S), secretary-treasurer.

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Ad Rate Correction

Shields Johnson, general manager of the Roanoke (Va.) Times World, advises that an NAEA report on his newspapers' rate for political advertising contained an error. (E&P, July 18, page 15). Instead of $5.92 per thousand, a 280-line ad at $61.75 net costs 59.2c per thousand or $5.92 per hundred.

AGENCY PRESIDENT

Reporters Are Good Account Executives

By Philip N. Schuyler

Newspaper reporters make good account executives — this was the theory that put Robert W. Robb, president of Reach, McClinton & Co. Inc., into the agency business soon after World War II.

It was held then by N. W. Ayer & Son, which gave Mr. Robb a job in its Hollywood office (they later transferred him to New York as an account man) because of his newspaper training which started on the *San Francisco Bulletin*. Today, as agency president, Mr. Robb still holds to this definition of a good account man:

"He knows how to dig out facts, assemble them, evaluate them and report them clearly and accurately."

A year ago in June 1963, Mr. Robb and his associates bought out Harold L. McClinton, then president, and also a former newspaperman with the *Philadelphia Public Ledger*. Founder of the agency some 35 years ago, Charles Dallas Reach, now retired, and president before Mr. McClinton, was also a newspaperman in the early days of his career.

Dig, Pass Along

Agency President Robb today sees part of his job as making certain that those charged with the direct responsibility of serving clients constantly dig for facts and pass them along to the creative and marketing people in the agency, and thence to the public clearly and accurately.

"At the same time I try to keep as close contact as I can with our clients myself," Mr. Robb said.

Mr. Robb and Daniel Marc Bernheim, chairman of the executive committee roughly split the New York accounts between them for top management supervision. Among those Mr. Robb oversees are two that make interesting use of the newspaper medium—Francis I. duPont & Co., Wall Street stock brokerage firm, and the Prudential Insurance Company of America.

Ads In Fable Form

A series of small (80 to 90 lines on 2 cols.) ads for the financial house are currently running in a list of more than 80 newspapers in 72 markets. Under the heading in Old English type of "Fables for the Very Rich," with the italic subhead in parentheses "and those who would like to be," the copy is being written by Paul Field, former by-line feature writer for the British Associated Press.

"We got to learn the company well before proposing this series," William Linn, account executive said. "Not only duPont, but its competitors, too.

"When we had all the facts, what we sought to do was to provide our client with something different and unusual, advertisements that would stand out from those of other firms in the same field."

Fables for the very rich
(and those who would like to be)

THE ST. BERNARD AND THE TOURISTS

A St. Bernard with the traditional keg of brandy under its chin finally succeeded in approaching two lost tourists on an Alpine glacier. "Hooray," yelled one tourist, "here comes man's best friend." "Yeah," said the other, "and it's got a dog with it!"

Moral: *service can be interpreted in many ways...*

One of our services, for example is to supply tourists and vacationers (lost or otherwise) with convenient offices where they can buy, sell or keep in touch with their securities. Where are you headed? Unless it's Antarctica, you'll probably find one of our more than 100 offices throughout the U.S. and abroad near wherever you're going. Drop in . . . anytime.

But first, so you don't go astray, stop in and pick up a list of our branches. Or write today to:

Francis I. duPont & Co.
Boatmen's Nat'l. Bank Bldg., 326 N. B'way • CH 1-2950
Members New York Stock Exchange and other principal security and commodity exchanges • Over 100 offices serving clientele coast-to-coast and abroad • Main office: One Wall St., New York, N. Y. • Digby 4-2000

Livening up the copy in each ad is a clever cartoon drawn in pen and ink by Charles Havens, an artist on the agency staff. One shows a St. Bernard dressed in human clothing posing as a mountain climber. The title of the fable is "The St. Bernard and the Tourists," and it reads:

"A St. Bernard with the traditional keg of brandy under its chin finally succeeded in approaching two lost tourists on an Alpine glacier. 'Hooray,' yelled one tourist, 'here comes man's best friend.' 'Yeah,' said the other, 'and it's got a dog with it!'"

Robert W. Robb

After each fable, a moral is printed. In this case it is: "Service can be interpreted in many ways . . ."

"One of our services, for example is to supply tourists and vacationers (lost or otherwise) with convenient offices where they can buy, sell or keep in touch with their securities. Where are you headed? Unless it's Antarctica, you'll probably find one of our more than 100 offices throughout the U.S. and abroad near wherever you're going. Drop in . . . anytime."

The copy next suggests that the reader stop in and pick up a list of all duPont branches. All the ads in the series follow this same pattern. Sometimes the fable is shorter than the one quoted here. They all have the clarity and simplicity and therefore the force of an Aesop fable.

Mr. Field, the copywriter, in addition to his reportorial training, writes poetry frequently published in *McCall's* magazine. He has also written fiction and by-line articles for *This Week*, and for McClure Syndicate. He has been with RMcC and predecessor companies for 16 years. Others on the team, Mr. Linn, four years with the agency, and Mr. Havens, the artist, six, bring the total to 26 years of experience.

Ads Bring Results

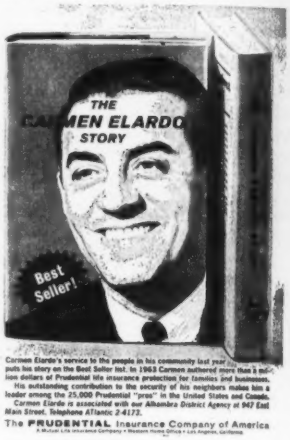
"We like the series very much, which is obvious since we are continuing to run it," John A. Fitz Randolph, the duPont partner in charge of advertising said. "What we sought and are obtaining is a noticeable increase in telephone and walk-in activity, which we consider of greater value than bushels of coupon returns."

In its own report files, R/M puts it this way:

"The problem: To attract a steady flow of clients—new investors, particularly—to this expanding brokerage firm—second largest in the world.

"The solution: Newspaper, magazine and direct mail advertising which invitingly projects the firm's abilities, facilities, and experience. The keynote has been to present, with disarming sincerity, the many ways Francis I. duPont & Co., can serve either the beginner or the experienced investor.

"The result: Today Francis I. duPont & Co. is achieving the greatest return of profitable write-in leads, walk-in and phone-in inquiries in its history. The current average of conversion of all leads into customers is 10%. Those who write in after reading the ads are figured at a 36% conversion rate. The conversion from walk-in and phone-in prospects run 65% and 27% respectively. This is the best index of performance in the client's history."



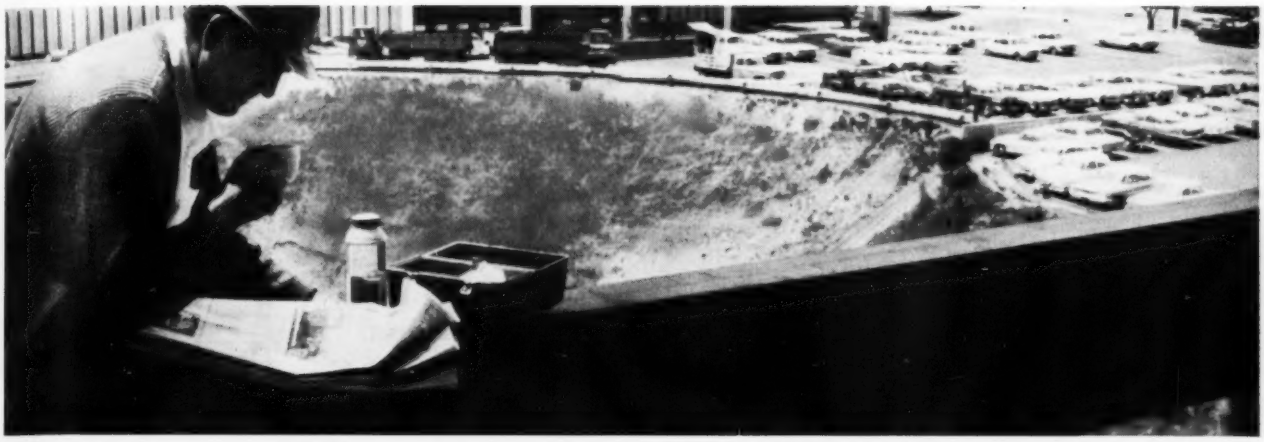
Prudential Ads

Prudential is well known for its seven years sponsorship of the tv documentary "Twentieth Century" Sunday evenings on CBS-tv. Not so well known is the fact that localized and highly productive ads are placed in newspapers by the company's seven regional home offices.

R/M prepares many of these ads in mat form. Others are handled entirely locally. When local agents do particularly well, the public is apprised of the fact by newspaper advertising in the local newspaper. An effective type of copy for this kind of promotion, considered particularly valuable in smaller towns, shows the picture of the award winning local agent as though it had been printed on the dust-cover of a book. The picture is overprinted with the title "The (name of agent) Story." In the lower left hand corner in a sunburst seal is the legend "Best Seller!" A book with the title on it stands beside the dust cover reproduction and beneath this arresting illustration the text reads:

"(Name of Agent's) service to the people in his community last year puts his story on the

(*Continued on page* 22)



What's so different about the San Diego Market?

newspaper readership!

85% of San Diego County families live in an urban area which accounts for over 85% of the total retail sales. **80% of these families regularly read The San Diego Union/Evening Tribune, unduplicated.***

*Facts Consolidated Market Survey

The San Diego Union | EVENING TRIBUNE

Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA—GREATER LOS ANGELES—SPRINGFIELD, ILLINOIS—AND NORTHERN ILLINOIS. SERVED BY THE COPLEY NEWS SERVICE WITH A WASHINGTON BUREAU AND BUREAUS IN OTHER MAJOR CENTERS OF THE WORLD. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"Never in our 30 years of publishing has the voice of our readers been heard more clearly."

SO SAYS EDITOR & PUBLISHER WILLIAM I. NICHOLS of the response to THIS WEEK's new "themed issue" editorial program. "We have learned some surprising and wonderful things about what Americans want most in their lives today, and more particularly, what they seek from their reading."

ONE OF THE MANY THINGS THEY WELCOME IS* THIS WEEK's *RETURN TO FICTION:

FROM H. H. G., IDAHO: "Please keep right on printing stories to whet the imagination and thanks for some mighty fine Sunday (and week-long) reading."

FROM E. Q., ARKANSAS: "Thanks for restoring the short story again in THIS WEEK. I missed it all that while."

FROM (MISS) A. S., ILLINOIS: "We are sick of facts and starved for fiction."

FROM (MRS.) J. B. C., NEW YORK: "I look forward to the fiction printed in THIS WEEK and agree that this form of 'escape' is a good way of unwinding."

FROM R. B. S., CALIFORNIA: "I found your special story edition a welcome relief from the welter of advice and misinformation which has been spoon-fed to the reading public by the pseudo and would-be experts for the past several years."

FROM (MRS.) R. P. H., MASSACHUSETTS: "My family enjoy 'escaping' via a well-told story, and these three were especially so."

500,000 LETTERS have poured in from readers in response to Bonanza, U.S.A.—a new weekly editorial feature introduced April 26 that tells where to get free guides, maps, and other information. 60,000 to SINCLAIR for a World's Fair map . . . 35,000 to SHEAFFER for a handwriting booklet . . . 50,000 to ILGWU for a dress guide . . . 25,000 to TORO for a lawn games pamphlet . . . 30,000 to SUN LIFE for educational aids, etc., etc.! As one delighted recipient wrote: "When it comes to pulling, THIS WEEK seems to be an octopus."

OTHER COMMENTS:

SOCONY MOBIL OIL: "Biggest single response we have ever had for the booklet."

SINCLAIR REFINING CO.: "No other mention any place or any time has brought this response."

INT'L LADIES GARMENT WORKERS: "After over three decades of experience, I have never seen such returns."

***BUSINESS, TOO, IS TAKING A NEW, HARD LOOK AT THE NEW* THIS WEEK:**

New advertisers are coming in—Hallmark Cards, for instance, with a $1,000,000 every-week campaign . . . old ones are back with new schedules—Eastman Kodak, Procter & Gamble, General Foods, Lipton and Liggett & Myers . . . coupon returns are far outpulling identical ads in other publications . . . John Boland, V. P., Fuller & Smith & Ross, Inc., sums it up: "I think the 'themed issue' program will create wider and deeper interest in THIS WEEK."

To quote Bill Nichols again:
"We have learned from our editorial program—concentrating on such basic appeals as the family, recreation, good stories, keepsake issues, health and beauty—that the American people want from us something more than sorrow, sin and South Viet Nam. They want their basic sense of decency and purpose reaffirmed. And they are delighted when they find these positive values presented with a new freshness, a new variety, and a new sense of purpose."

THE FIRST STEP IN SELLING STARTS IN THE HOME ON SUNDAY IN THE PAGES OF

Agency President

(*Continued from page* 18)

Best Seller list. In 1963 he authored more than a million dollars of Prudential life insurance protection for families and businesses.

"His outstanding contribution to the security of his neighbors makes him a leader among the 25,000 Prudential 'pro's' in the United States and Canada."

The ad signs off with the local address, telephone number and the company's logo.

Sometimes a group picture of an entire local agency's staff is printed in the local papers. Such a case would be when the district agency has won the President's Trophy or received some similar honor.

"I suppose if the local agents had their 'd-ruthers' they would prefer local newspaper advertising all the time," Mr. Robb commented.

British Motors, another client, while using magazine space as an umbrella, also places newspaper copy through its distributors. Other newspaper accounts include Jersey Central Power & Light and New Jersey Bell Telephone. R/M used SpectaColor in Louisville, Ky., for Breeze, a Lever Brothers detergent.

Currently the agency is billing $22,000,000 a year. This will increase substantially this year because of the merger of R/M in Chicago with Gourfair, Loeff & Adler, effective July 1. Clients are increasing appropriations. New accounts added during 1963 and this year include Amstel Beer, Tanqueray English Gin, Scalamandre Fabrics, some divisions of the Valspar Corporation, and the Charter House Hotels and Motels of the Hotel Corporation of America.

In addition to client contact and account supervision, Mr. Robb is presently directing his efforts to maintaining strong branch offices in Boston, Newark, N.J., Chicago, Minneapolis, & Los Angeles. Regional advertising is of increasing importance, he thinks. He wants to build up the branches by mergers and acquisitions of strong regional agencies. Strong locally, he points out the branches can turn to New York headquarters for research, copy, and production services.

"We have materially strengthened New York headquarters with the addition of Robert Haig as copy director," Mr. Robb said. "We have also—and logically, I think — combined media and research under Paul Keller and it makes for a much sharper selection of media."

Newspaper Background

Mr. Robb, 54, a native son of San Francisco, was following family tradition when he began his career in newspaper work. His Virginia-born great-grandfather owned a newspaper in California's Mother Lode country and his grandfather controlled the *San Jose Mercury* and the *Sacramento Union.*

From running copy on the *San Francisco Bulletin,* Mr. Robb advanced to sports and then joined the San Francisco bureau of a Pacific Coast group of newspapers. He went into public relations during the Golden Gate Exposition in 1939-40 and later became director of information for the Wine Institute, representing the California Wine Industry. He has been a member of the National Press Club for 30 years.

Army Service

Commissioned in the Army Reserve in 1933, Mr. Robb was called up as a captain in 1941. He saw action with the Ninth Infantry Division in Africa and Sicily. He was the division's assistant chief of staff and later, as a colonel was on the War Department General Staff. He holds the Legion of Merit, Bronze Star with cluster, and Croix de Guerre (with palm). He is author of the book "Front Line Intelligence."

It was after the war that N. W. Ayer introduced him to the agency field. He was sent to New York by Ayer, and in 1950 left that agency to become associated with Calkins & Holden. Joining Reach, McClinton when it was formed in March 1947 as senior vicepresident, he became executive vicepresident and general manager in 1959 and was elected president in July 1963.

Over 50% of the agency's stock is controlled by Mr. Robb, John H. McCullough, chairman of the board, and Mr. Bernheim, chairman of the executive committee in New York. Some 30 employees hold stock in the agency. Recently a new issue was made available to selected members of the executive staff. It was immediately over- subscribed.

"That is a good sign, I think," Mr. Robb said.

•

Program Chairman

James S. Fish, vicepresident and advertising director of General Mills Inc., has been appointed general program chairman for the Association of National Advertisers' annual meeting, Nov. 8-11, at The Homestead, Hot Springs, Va.

Robert E. Anderson Heads Adcraft Club

DETROIT

A summer worker when he was a high school junior on the *Buffalo* (N. Y.) *Evening News* as an apprentice "jack-of-all-trades" has become 59th president of the Adcraft Club of Detroit, oldest professional group of its kind in the U. S.

He is Robert E. Anderson, a vicepresident of Batten, Barton, Durstine & Osborne Inc., and general manager of the Detroit office.

Edwin K. Wheeler, general manager of the *Detroit News,* was elected first vicepresident.

Graduated from the University of Pennsylvania in depression 1932, Mr. Anderson entered newspapering with the Westchester (N. Y.) County Newspapers as a reporter. He switched to the advertising end in 1934 when he joined the *Atlantic City* (N. J.) *Press-Union,* later becoming national ad manager for the *Elmira* (N. Y.) *Star-Gazette.* In 1936 Mr. Anderson went with BBDO.

•

2 Top Ad Trophies Won by One Agency

The announcement of the Sunday Mail Annual Advertising Awards was made recently at the Rhodes National Gallery, Salisbury.

In an unprecedented record of successes, Barker, McCormac took the Sunday Mail Trophy for the best black and white advertisement, which was for Timex watches, and the Sunday Mail Trophy for the best color advertisement (Gold Flake cigarettes).

The competition was open to all letterpress advertisements created in Central Africa and published in a Central African newspaper.

Five agencies entered 100 black and white and 26 color advertisements.

•

Free Shoe Section Sent to Newspapers

A full size newspaper supplement featuring Fall and Winter shoe trends for 1964 is being distributed to fashion editors and shoe retailers by the National Shoe Institute.

The illustrated supplement with a two-color art cover contains 20 stories on styles in shoes and slippers for men, women and children.

Glossy prints or mats of all illustrations contained in the supplement will be supplied without cost.

Everything in Baltimore revolves around

THE SUN

Morning
Evening
Sunday

That's why The Sunpapers carry more than 70% of all advertising in Baltimore metropolitan newspapers.

National Representatives:
Cresmer, Woodward, O'Mara & Ormsbee
New York, San Francisco, Los Angeles, Chicago, Detroit, Atlanta, Philadelphia, Minneapolis

Written with character . . . competence . . . color.

THE PROVIDENCE JOURNAL-BULLETIN

When this little pig goes to market, he musn't squeal all the way back home!

This year over $60 billion worth of new products will go to market . . . products that didn't exist 4 years ago.

Most of them will be as new and untried as a baby, when they first appear. But you can give your new product a first rate start by introducing it to the right people . . . the families of the $3.5 billion Westchester-Rockland market who are loyal readers of our 10 lively dailies.

Just to show you how the successful people in food and household supplies feel about it, last year they used nearly 3 times as much national lineage in these newspapers as they did in all New York City newspapers. And food retailers, during that same period, backed up the manufacturers' advertising with 2½ times as much local lineage in Westchester-Rockland newspapers as New York City retailers used in the New York City newspapers.

Westchester Rockland Group

8 Church Street, White Plains, N.Y.

REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

THE NEWSPAPERS THAT KEEP YOU GROWING!

HERALD STATESMAN, Yonkers
DAILY ARGUS, Mt. Vernon
STANDARD-STAR, New Rochelle
REPORTER DISPATCH, White Plains
DAILY ITEM, Port Chester
DAILY TIMES, Mamaroneck
JOURNAL-NEWS, Rockland County
DAILY NEWS, Tarrytown
CITIZEN REGISTER, Ossining
EVENING STAR, Peekskill, Affiliated

IDEA CORNER—Kendall Somers, advertising manager of the Findlay (Ohio) Republican-Courier, picks up a few pointers from the exhibits at the NAEA convention in Philadelphia.

PLANNED PARENTHOOD—His name among intimate friends is "Barney" and he helped Milici Advertising Agency win the Honor Award for print advertising in the 25th annual NAAN "Creative Awards" competition. Admiring their offspring are (from right) Alexa Cogswell, copy chief at Milici; client J. Ralph Brown, State Savings and Loan Association; and Donn C. Allison, art director.

Discount Grocery Outlets Increase

DETROIT

"Ma and Pa" don't wield the heavy hand they used to in the Detroit area grocery store family, but the single unit independent stores still are influential enough to account for almost one third of the total grocery sales in the six-county Detroit ABC City and Retail Trading Zones, according to a report just released by the *Detroit Free Press.*

The 1964 Grocery Store Report, second edition of an annual study, reveals an increase of 50 percent in the number of discount outlets operated by the national chains, up from 40 stores in the metro area last year to 62 in 1964. This upward trend is apparently at the expense of national food chain "name" stores and major independent chain outlets, which show a combined loss of 20 in the same period.

Rules for Auto Ads

LOUISVILLE, Ky.

A twelve-page booklet sent by the *Courier-Journal* and the *Louisville Times* to automotive advertisers outlines and explains the automobile advertising acceptability standards adopted by these papers as of Aug. 1. They are based on regulations recommended by the National Automobile Dealers Association and the Association of Better Business Bureaus Inc.

•

Ad & PR Managers

Fairchild Camera and Instrument Corp., Syosset, N. Y., has promoted Frank Della Corte to corporate public relations manager, and the Fairchild-Davidson Division, Commack, L. I., N. Y., has appointed Robert S. Cooper, manager of advertising and sales promotion.

•

Ad Director Dies

DULUTH, Minn.

Leo G. McGreevy, 61, advertising director of the *Duluth Herald* and *News-Tribune* and a member of the newspapers' advertising staff for 35 years, died June 30 of a stroke. He was appointed advertising director of the Duluth newspapers Jan. 28, 1957.

'Barney' Is a Winner In Cartoon-Style Ad

HONOLULU

An advertising series published in the metropolitan and community newspapers here has won national honors for State Savings and Loan Association.

J. Ralph Brown, vicepresident and general manager, credits the series on home mortgages and savings with "stimulating business as well as winning awards."

Selected over 279 entries for its excellence by the National Advertising Agency Network judges, the series was created by Milici Advertising Agency. Ray Milici attended the 33rd annual NAAN management conference in Sarasota, Florida, to receive the award.

NAAN members throughout the U.S. and in Canada, Santo Domingo, Dominican Republic and Puerto Rico participated in the 25th annual "Creative Awards" competition.

N&W Ad Manager

ROANOKE, Va.

Maynard O. Edwards of Atlanta, Ga., has been named advertising manager of the Norfolk and Western Railway. He will be attached to the public relations and advertising department here. Since December, 1958, he has been advertising and sales promotion manager of Walker Division, I-T-E Circuit Breaker Company in Atlanta.

Road Dedications Make Special Ad Sections

WASHINGTON

Rex M. Whitton, federal highway administrator, has mailed a press kit to regional engineers of the Bureau of Public Roads, U.S. Department of Commerce, for use in promoting interstate highway dedications.

"We believe that with this material you might suggest to local newspapers and tv stations the possibility of their publishing special editions or broadcasting special feature programs in connection with local ceremonies," a memo accompanying the kit states.

Local ceremonies are held as links are completed in the 41,000-mile controlled-access network of highways due to be finished by 1972. The bureau estimates that between now and December there will be about 300 major road openings.

When Interstate 96 opened a section two years ago near Lansing, Mich., the *Lansing State Journal* sold a special 28-page tabloid.

MORE NEWSPAPERS USE METRO NEWSPAPER SERVICE than any other similar service.

PROOF POSITIVE . . . that Metro Newspaper Service DOES MORE to help newspapers service advertising BETTER . . . and sell MORE of it!

METRO

80 MADISON AVE. NEW YORK 16, N.Y.

Erie, Pa.

One of only two cities in Western Pennsylvania with its own Sunday newspaper—The Erie Times-News which reaches better than 4 out 5 homes in the market.

the ERIE TIMES & NEWS

Sunday circulation pushing 80,000

Represented by The Katz Agency, Inc.

Throughout the United States...

Photographed in Lima by United Press International Compix.

and with good stereotyping in Peru–

COMPETENT CRAFTSMEN PREFER WOOD FLONG MATS

And—what is particular to Peru is also true in every one of our 50 United States. Given a choice, competent craftsmen never compromise their work with inferior supplies. To see how you can get fine, full space depth for better plates and sharp, clean printing, contact your Wood Flong representative for a free trial run.

SUPER FLONGS • R.O.P. SUPER FLONGS • H-T-P MATS • STANDARD MATS • DUROMATS • SPECIAL MATS • R.O.P. COLOR MATS • GREEN BAKED MATS • SYNDICATE MATS • AD MATS

One-piece SUPER FLONG *no-pack mat—A NEW ERA IN STEREOTYPING*

WOOD FLONG

WOOD FLONG CORPORATION

HOOSICK FALLS, NEW YORK **New York Office: 551 Fifth Ave., Phone: MU 7-2950**

SERVING THE GRAPHIC ARTS INDUSTRY EXCLUSIVELY SINCE 1911

3-547

NEWSPAPER LAW

In Libel, Jury Weighs Both Law and Facts

By Albert Woodruff Gray

When the *St. Louis* (Mo.) *Globe - Democrat* editorialized about a publicity-seeking lawyer he sued for libel but lost his case. The Supreme Court of Missouri affirmed the trial court's judgment on the basic principle that the jury determines the law and facts. (378 S.W. 2d 570).

In part, the editorial said:

"J. Wesley McAfee, president of Union Electric Company was a long time lowering the boom on J. Raymond Dyer, St. Louis attorney, but Dyer finally got his comeuppance.

"Attorneys by fiat of the American Bar Association cannot purchase paid advertising. They get around this quaint restriction in the ways which Alice would only describe as curiouser and curiouser. Some stand on their head in the lobby of the Metropolitan Opera Company. Others nuzzle close to their clients when the photographer approaches. Some sue public utilities.

"Dyer conceived the idea for reasons best known to himself of getting into a fracas with the Union Electric Company. . . . "The fact that these battles are enormously expensive to the company — that is, the stockholders — apparently concerns Mr. Dyer very little. The important thing, apparently, is for him to get his name in print and we are glad to oblige J. Raymond Dyer to that extent."

On appeal, the attorney argued that the trial judge had erred in charging the jury that under the Constitution of Missouri, upon the issue whether the publication was or was not a libel, the jury should determine the law and the facts.

The Supreme Court said:

"The appellate courts of this state have held, both directly and inferentially, that it is proper for the court to instruct the jury to the general effect that even though the court has instructed them on the question of libel the Constitution gives them the right to determine the law and the facts on that issue. The provisions of this section have not been changed since first placed in the Constitution of 1875, nor has our interpretation of them."

* * *

FAIR REPORT PRIVILEGED

A judgment recovered by a suspended fireman against the *Fairbanks* (Alaska) *Daily News-Miner* was recently overturned by the Supreme Court in that state and a new trial ordered.

"If the facts are in dispute so that there is room for diversity of opinion among reasonable men," the court held, "then the question as to the existence of privilege should be permitted to the jury."

This action grew out of a story which ran under the heading, "Fire Chief Adds Fuel to the Fire," telling of a controversy within the city fire department. Charges of "sabotage" of equipment and "other suspicious actions" were aired and the newspaper reported that the fire chief had "permanently fired" one fireman. The fire chief's report said the fireman had been suspended for an indefinite period.

The fireman's libel claim hung on the question of privilege pertaining to the newspaper's report of official action. Laying the basis for reversing the trial court's finding in favor of the plaintiff, the Supreme Court stated:

"We are concerned with the conditional privilege accorded by law to newspapers to publish the report of a government official even though the report may contain false and defamatory matter. This privilege is recognized because it is considered in the public interest that information be made available as to what takes place in public affairs. . . . The privilege is conditioned on the publication of an accurate and complete account of the contents of the report.

"If the report is not to be completely covered in the publication then any abstract or abridgment of the report must be fair. The publication must not have been made solely for the purpose of causing harm to the person defamed."

•

Editor Wins $35,000 In Daughter's Death

LOS ANGELES

A $35,000 settlement has been made in a suit claiming that an antibiotic, Chloromycetin, was responsible for the death of Brenda Elfstrom, a 19-year-old University of Southern California student, in 1960.

The action was filed by Edgar F. Elfstrom, editor and publisher of the *Fullerton News Tribune*, father of Brenda. She was given repeated prescriptions of Chloromycetin for a minor infection and developed a blood disease, aplastic anemia.

Three physicians and the manufacturer of the drug, Parke, Davis & Co., were defendants.

Mr. Elfstrom said all proceeds of the settlement, after attorney's fees, will be donated to St. Jude Hospital, Fullerton, for the benefit of children.

•

Storke to Engage In Horse Breeding

SANTA BARBARA, Calif.

Charles A. Storke, former co-editor and publisher of the *Santa Barbara News-Press* with his father, Thomas M. Storke, has moved back to the Santa Barbara area from Mexico City, where he is a principal in an advertising agency.

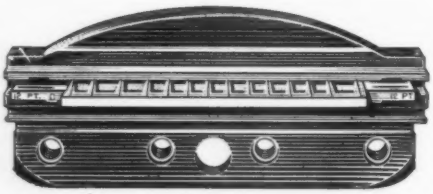
The younger Storke has purchased two adjoining ranches and leased other property in the Santa Ynez Valley, totaling 135 acres near the historic Mattei's Tavern. The property will be devoted to horses and he is bringing some from Mexico for breeding and raising.

•

AP Extends Wire To San Juan Star

The Associated Press "A" Wire Teletype circuit — nationwide general news circuit — has been extended to San Juan, Puerto Rico. The wire via submarine cable serves the *San Juan Star* 12 hours daily, from 1 p.m. to 1 a.m., with the same news report reaching U. S. newspapers.

The English-language Star had been receiving its AP news report from the South American wire, a radio Teletype circuit. Much of the news on the South American circuit is in Spanish, necessitating translation by the Star.



A Genuine Linotype Mold

IS MANUFACTURED TO TOLERANCES AS FINE AS .0002"

IS THE PRODUCT OF 79 MANUFACTURING OPERATIONS

MUST PASS 94 SEPARATE INSPECTIONS

IS PRODUCED IN 60 BASIC TYPES, WITH HUNDREDS OF VARIATIONS

HAS BEEN MADE BY MERGENTHALER LINOTYPE COMPANY FOR OVER 77 YEARS

Mergenthaler LINOTYPE

MORE PUBLISHERS COME TO GOSS

for biggest choice of web offset presses

Analysis of 1964 Survey of Buying Power shows continued GROWTH and PROSPERITY in the BILLION DOLLAR SPOKANE MARKET!

Year after year, the Spokane Market registers strong gains in income and sales. Latest Sales Management figures show Net Income to be up $93 million. Retail Sales up $50 million.

Spokane is the metropolitan city that services and sells this prosperous, cohesive 36-county trading area of 1.1 million people. Residents earn in excess of $2.2 billion, spend over $1.5 billion for retail products annually.

Per capita income in Spokane, the financial, wholesale and retail center of the region, is $2,290 —9% above the U. S. average. Retail sales per capita are 38% above the U. S. average.

Even more significant to advertisers are Sales Management's **Retail Sales Activity** indexes. Spokane is well above the U. S. norm of 100: Food is 133 . . . Drugs, 157 . . . Appliances, 134 . . . Apparel, 117 . . . Automotive, 139 . . . Gas, 109 . . . General Merchandise, 203. Spokane's total **Retail Sales Index** is 138, compared with the 13 western states' 110. And remember: **The West has the highest index of any region in the nation!**

Spokane and its billion dollar market are an absolute must for full sales quotas in the Pacific Northwest. This billion dollar market cannot be sold with newspapers published in coastal cities approximately 300 miles west of Spokane, but it can be sold economically and effectively with The Spokesman-Review and Spokane Daily Chronicle. Together these dailies sell:

- **approximately 5 out of 10 families in the FULL 36-county market**
- **7 out of 10 families throughout the 24-county Retail Trading Zone**
- **more than 9 out of 10 families in the Metropolitan Area**

Metro Figures Miss the Real Volume of the Spokane Market

It's a Tightly Integrated 36-County Trade Area That's . . .

4

TIMES AS BIG AS IT LOOKS!

	TOTAL SPOKANE MARKET	METRO SPOKANE
POPULATION	1,153,600	292,800
HOUSEHOLDS	349,900	91,900
NET EFFECTIVE INCOME	$2,229,763,000	$626,803,000
RETAIL SALES	$1,575,351,000	$402,076,000
HOUSEHOLD FURNISHINGS APPLIANCES	$ 62,635,000	$ 17,310,000
AUTOMOTIVE	$ 298,394,000	$ 76,794,000
APPAREL	$ 58,688,000	$ 17,109,000
FOOD	$ 359,923,000	$ 90,023,000
GENERAL MERCHANDISE	$ 208,778,000	$ 83,380,000
GAS STATIONS	$ 123,466,000	$ 24,415,000
LUMBER BUILDING-HARDWARE	$ 155,619,000	$ 22,269,000
DRUGS	$ 58,491,000	$ 14,302,000

Source: Sales Management, June 10, 1964

THE SPOKESMAN-REVIEW • SPOKANE DAILY CHRONICLE

A CERTIFIED TEST MARKET

Advertising Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Starting Aug. 2nd Still another strong newspaper joins the

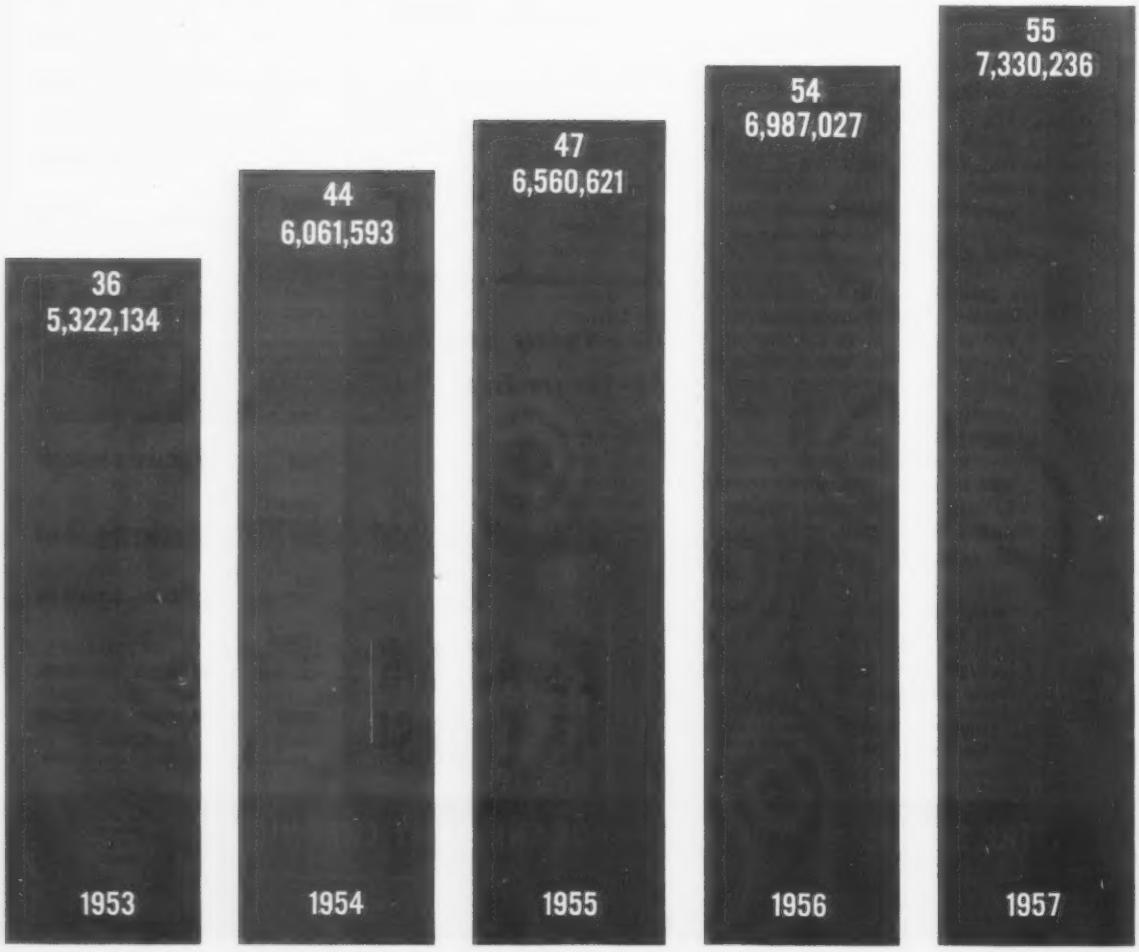
PARADE OF PROGRESS

1953 TO 1964

NEWSPAPERS—36 to ~~73~~ (74)

CIRCULATION—5,322,134 to ~~12,152,564~~ (12,280,000)

Number of Papers and ABC Circulation as of March 31st for each year



74

~~73~~ Great Newspapers Distributing Parade Every Sunday!

Akron Beacon Journal
Albany Times-Union
Albuquerque Journal
Allentown Call-Chronicle
Asheville Citizen-Times
Baltimore News American
Baton Rouge Advocate
Beaumont Enterprise
Binghamton Press
Boston Globe
Bridgeport Post
Buffalo Courier-Express
Cedar Rapids Gazette
Charleston (W. Va.) Gazette-Mail
Chattanooga Sunday Times
Chicago Sun-Times
Dallas Times-Herald
Dayton News
Denver, Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Times-News
Evansville (Ind.) Courier & Press
Fargo Forum
Fort Wayne Journal Gazette
Fort Worth Star-Telegram
Fresno Bee
Greenville (S.C.) News
Harrisburg Patriot-News
Hartford Courant
Houston Chronicle
Indianapolis Times
Jackson (Miss.) Clarion-Ledger/Daily News
Knoxville News-Sentinel
Lincoln Journal & Star
Little Rock, Arkansas Gazette
Long Beach (Calif.) News & Independent—Press-Telegram
Long Island Press
Macon Telegraph & News
Madison, Wisconsin State Journal
Miami Herald
Modesto Bee
Mobile Press Register
Newark Star-Ledger
New Bedford Standard-Times
Newport News-Hampton Press
Oakland Tribune
Pasadena Independent-Star-News
Peoria Journal-Star
Portland (Maine) Telegram
Portland (Ore.) Oregonian
Reading Eagle
Riverside (Calif.) Press-Enterprise
Roanoke (Va.) Times
Sacramento Bee
St. Joseph News-Press
St. Louis Post-Dispatch
St. Paul Sunday Pioneer Press
St. Petersburg Times
San Antonio Light
San Bernardino Sun-Telegram
San Diego Union
San Jose Mercury-News
Scranton, Scrantonian
Seattle Post-Intelligencer
Sioux City Journal
Sioux Falls (S.D.) Argus-Leader
Springfield (O.) News-Sun
Syracuse Herald-American
Tucson, Arizona Daily Star
Washington (D.C.) Post
Wheeling (W. Va.) News-Register
Yakima Herald
Youngstown Vindicator

PARADE "Target ◎ Marketing"

THROUGH ~~73~~ STRONG NEWSPAPERS REACHING 12 MILLION HOMES COAST TO COAST

74 PARADE PUBLICATIONS, INC. 733 THIRD AVENUE, NEW YORK, N. Y. 10017

1959 | 1960 | 1961 | 1962 | 1964 ~~1963~~

FAIRCHILD news

Carol D. Silverberg, circulation promotion manager for SUPERMARKET NEWS and DRUG NEWS WEEKLY, will retire July 31 under the Fairchild pension plan. Miss Silverberg joined Fairchild in 1919 as a classified ad-taker, and later began writing promotional copy for the classified ad department. She subsequently handled promotion for the Directory Dept., Book Division and advertising departments of WOMEN'S WEAR DAILY and HOME FURNISHINGS DAILY. In June, 1948, she was placed in charge of circulation promotion for all of the Fairchild publications. Since 1961, she has concentrated on circulation promotion for SUPERMARKET NEWS and DRUG NEWS WEEKLY, both of which she helped to launch as new publications. Miss Silverberg will now devote her full time to free-lance activities.

HOME FURNISHINGS DAILY's semi-annual Floor Covering Directory, which has become an important reference source in the floor covering industry, will be published July 31. This supplement will be a complete guide to the entire running lines of both soft and hard surface floor covering manufacturers . . . including the hundreds of new numbers shown at recent openings.

Report No. 4 in the DRUG NEWS WEEKLY series, "Drug Therapy Up To Date," a comprehensive report on latest developments in the common cold, will be published Sept. 2. Like preceding reports in this series on diabetes, arthritis and heart disease, the common cold supplement is designed to help pharmacists in the performance of their role as community health information specialists.

ELECTRONIC NEWS has announced the forthcoming publication of two special sections this fall. The first supplement on Instrument Trends will be issued on Sept. 21, and another on Computer Trends will be published Oct. 26.

FAIRCHILD Publications, Inc.

7 East 12th St., New York, N. Y.

Publishers of

Daily News Record, Women's Wear Daily, Home Furnishings Daily, Footwear News, Supermarket News, Drug News Weekly, Men's Wear, Electronic News, Books, Metalworking News, Directories.

IN POLITICS — Null Adams, above, veteran city editor of the Memphis (Tenn.) Press-Scimitar, has been given the job of political editor. Taking his place in the red swivel chair is Van Prichartt, assistant CE for five years.

Indianapolis Star/News Realign Editorial Staff

INDIANAPOLIS

James E. Pauloski, assistant business manager of Our Sunday Visitor Inc. of Huntington, Ind., has been named personnel and public relations director of the *Indianapolis Star* and *Indianapolis News*, according to William A. Dyer Jr., business manager.

Mr. Pauloski, who succeeds Howard S. Wilcox, now general manager of the *Arizona Republic* and *Phoenix Gazette*, was a member of the advertising staff of *Sunday*, the Indianapolis Star magazine before becoming business manager of the *Huntington Herald-Press*. In 1958 he went to Our Sunday Visitor, a national Catholic newspaper.

Other changes: Fred L. Corts, assistant public relations director of both newspapers, now promotion manager; Jan Calvert, moves up to personnel manager; and Wanda Coats is assistant personnel and public relations director.

* * *

GEORGE T. ENGELMAN JR., former correspondent, *Mount Carmel* (Ill.) *Republican-Register* — to publications-information director, Fulton - Montgomery County Community College, Johnstown, N. Y.

* * *

DAN ROTTENBERG — to sports editor of the *Portland* (Ind.) *Commercial-Review*.

* * *

FRANK FALACCI — from the *Boston Globe* to *Boston Herald-Traveler* for Cape Cod coverage.

* * *

JOHN R. MATHEWS — from retail advertising staff to general manager of the *Chicago Daily Calumet*.

personal

JAMES T. NORRIS SR. — from president and editor to chairman of the board, *Ashland* (Ky.) *Daily Independent*. R. A. MCCULLOUGH SR., associate editor since 1951 — now president and editor. J. T. NORRIS JR. — from managing editor to associate editor. PAUL W. SIERER — from city editor to managing editor. JACK W. THOMPSON — now city editor; DAVID S. MCGUIRE, assistant C.E.

* * *

PAUL CLARK — from Sunday circulation manager, *Toledo* (O.) *Blade*, to city circulation manager.

* * *

DAVID REDDEN — from *Cincinnati Enquirer*, to *Denver Post*.

* * *

DAVID C. HAYHOW, publisher of the *Dowagiac* (Mich.) *Daily News* — elected president of the Dowagiac Chamber of Commerce.

* * *

REGINALD BOUCHARD, formerly reporter for the *Lewiston* (Me.) *Sun-Journal* — to publicity representative of the Maine Department of Economic Development.

* * *

WENDELL C. WAGMAN — from office manager to business manager for the *Rapid City* (S. D.) *Daily Journal*.

* * *

EARL HOWEY — to co-publisher and business manager of the weekly *Golden* (Colo.) *Transcript*.

* * *

JOHN L. HEMMER, formerly color photographer for the *New York Sunday Mirror Magazine* — to head of the *Tucson* (Ariz.) *Daily Citizen* photo department.

* * *

R. D. LEONARD, formerly with the *Los Angeles Examiner* — to city editor of the *North Hollywood* (Calif.) *Valley Times*; DAVE WRIGHT — from sports to assistant city editor.

* * *

JONATHAN NEWHALL, son of Scott Newhall, owner of the *Newhall* (Calif.) *Signal* — to the advertising staff of the Signal.

* * *

JOHN CLABES — from city editor of the *Lawton* (Okla.) *Constitution*, to assistant to the editor, *Oklahoma City Oklahoma Journal*. BILL THARP — to editor of the editorial page. WILBUR JOHNSON — to news editor.

* * *

JOHN D. CURRAN JR. — from editor of the *Ipswich* (Mass.) *Chronicle*, a weekly, to editor of the *Kennett Square* (Pa.) *News and Advertiser*.

Indianapolis, Phoenix Editorial Shifts Made

INDIANAPOLIS

James A. C. Thom has been appointed business editor of the *Indianapolis Star*, succeeding Don Campbell, transferred to Phoenix Newspapers Inc.

Mr. Campbell will continue to write his Saturday column for the Star on the stock market, "Let's Take Stock."

Dick Roberts has moved from night city editor to the editorial offices and Jep Cadou has gone from sports editor to special writer on the city staff. New sports editor is Bob Collins.

Changes on the Indianapolis News: Wendell Trogdon named assistant city editor, replacing Bill Roberts, who has moved to a reporter's job. Ross Herman has joined the News as an editorial writer.

* * *

JOHN W. DAVIDSON — promoted to circulation manager of the *San Pedro* (Calif.) *News-Pilot*.

* * *

ROBERT L. R. PLACE, reporter-photographer, *Southington* (Conn.) *News* — to director of public relations, Springfield, Mass., Hospital.

* * *

RICHARD COOTE — from real estate editor, *Hartford* (Conn.) *Times*, to public relations department, Massachusetts Mutual Life Insurance Company.

* * *

FRANK WILNER, formerly *Pacific Stars and Stripes* staffer and editor of the *Ft. Bragg* (N. C.) *Paraglide* — to the *Thomasville* (N. C.) *Times*.

* * *

A. P. MADISON — from news editor and photographer of the *Healdsburg* (Calif.) *Tribune*, to associate editor, office of Information at Montana State College, Bozeman.

* * *

DICK RAINBOLT—from Fargo correspondent to Minneapolis bureau of the Associated Press.

* * *

STEPHANY WILSON, PEGGY SPEENCE, and BOB LAWRENCE — to *Albuquerque* (N. M.) *Tribune*.

* * *

FRANK YOUNG — now sports editor of the *Portales* (N. M.) *News-Tribune*, succeeding DON IHDE.

* * *

TED RAYNOR — to editor of *El Defensor-Chieftain*, a semi-weekly at Socorro, N. M.

mention

Marshall Field Weds Julia L. Templeton

Marshall Field Jr., president of Field Enterprises Inc. and president-publisher of the *Chicago Sun-Times* and *Daily News*, was married July 7 to Julia Lynne Templeton in the clerk's marriage chapel at the Municipal Building in New York City.

The bride, 23, has been engaged in public relations work. Mr. Field's two previous marriages ended in divorce. He is 48, the son of Marshall Field III, founder of the Chicago Sun.

* * *

Mrs. Marshall Field III this week sold her 14-room duplex town house at 990 Fifth Ave. to Peter Lawford, the actor, and his wife, the former Patricia Kennedy, a sister of the late President. The price for the cooperative apartment was given as $140,000.

* * *

FRED W. SPEERS, publisher of the *Escondido* (Calif.) *Daily Times-Advocate* — appointed to City Council.

* * *

CARL BIGELOW, whose 44 years of newspaper photography include 36 with the *Oakland* (Calif.) *Tribune* — retired.

* * *

CHARLES Q. FINLEY, formerly police reporter and rewriteman for the *Camden* (N. J.) *Courier-Post* — to reporter and columnist for the *Atlantic City* (N. J.) *Press*.

* * *

RICHARD DOAK — to reporter for the *Des Moines* (Iowa) *Register*. ROS JENSEN — from the *Omaha* (Neb.) *World-Herald*, to the Register.

* * *

DONALD J. HOLSOMBECK — to photographer for the *Hammond* (La.) *Daily Star;* JOE MICHELET — to display advertising representative, Daily Star.

* * *

JACKIE STERN — to *Albuquerque* (N. M.) *Journal* as reporter. DAVID MOLINE — now on Journal sports staff.

* * *

PR Director Named

BRADENTON, Fla.

W. E. Page, publisher of the *Bradenton Herald*, has announced two promotions in the advertising staff: Robert P. Richardson Jr., advertising director since 1950, adds the duties of director of public relations and promotion, and Paul Page, a salesman since 1958, is retail advertising manager.

QUEENS TODAY, EDITORS TOMORROW—Miss Gayle Gravley, left, of Denton was chosen queen at the High School Journalism Workshop at Texas A&M University. In her court were Jeanne Sullivant (center) of North Dallas and Nancy Hewitt of Bryan.

CP Sends Morrison To London Bureau

TORONTO

Harold Morrison, 44, Washington staff correspondent of the Canadian Press for five years, becomes CP bureau chief in London Sept. 1. He will succeed Alan Harvey, 45, head of the London staff for 10 years, who is resigning to take another news appointment overseas.

In Washington, Mr. Morrison will be succeeded by Arch MacKenzie, 38, of Ottawa.

* * *

HOWARD C. POND — to editor of *Las Cruces* (N. M.) *Citizen* — succeeding FRANK THAYER JR. — now in military service.

* * *

JACK SAMSON, formerly an AP reporter — to editor of the weekly *Albuquerque* (N. M.) *Courier*.

Interest in Sewing At All-Time High

SEW SIMPLE

by Eunice Farmer

. . . is the feature that capitalizes on it. Once-a-week column of questions and answers with professional tips and tricks of the trade, this column is tailor-made for adult and teen-age readers.

May we send samples?

The Register and Tribune Syndicate

DES MOINES, IOWA — 405 MADISON AVE., NEW YORK CITY

Gen'l Manager Named For Dover Advance

DOVER, N. J.

The Advance staff has been expanded by the addition of Philip T. Gialanella as general manager, a new post created by Richard Drukker, publisher of the *Advance* and president-publisher of the *Passaic Herald-News*.

Mr. Gialanella was formerly associated with the Gannett newspapers and more recently with the Palisades Newspaper Group of Englewood. He served the latter organization for nearly two years as general manager of five weekly newspapers.

* * *

RUTH SHUEY—from women's editor to managing editor, the *Hopewell* (Va.) *News*, replacing PAUL MELOUN — now city editor of the *Gadsden* (Ala.) *Times*. JESSE MERRELL — to city editor.

* * *

MILT LOEWE — from editor of the *Tucumcari* (N. M.) *Daily News*, to editor of the weekly *Taos* (N. M.) *News*. VICTOR GOMEZ — to staff of Taos News.

* * *

JANIE MORICONI — to *Roswell* (N. M.) *Daily Record* as reporter.

* * *

JIM BRUCE — to *Las Cruces* (N. M.) *Sun-News* as reporter.

Quad-Cities metro county population 334,500

No. 2 market in Illinois and Iowa

QUAD CITIES LARGEST COMBINED DAILY CIRCULATION

ROCK ISLAND ARGUS and MOLINE DISPATCH

REPRESENTED BY ALLEN-KLAPP CO.

A Clear Case of "Gobble and Git"

by
Julian P. Van Winkle
Senior Proprietor
Old Fitzgerald Distillery
Louisville, Kentucky
Established 1849

One of our Kentucky countrymen, visiting in Washington, was invited by his Congressman to attend one of those frequent (and often frenzied) cocktail parties which seem so much a part of the national scene.

Our man was accustomed to the leisurely type of Kentucky hospitality where the enjoyment of food, drink and quiet conversation occupy the greater share of a sociable evening.

Back home he recalled his experience. "We were out in ten minutes," he reported. "It was giggle-gabble-guzzle-gobble, git."

Never a guest at such an event, I have no way of knowing how much good made-in-America Bourbon is "guzzled" at official Washington parties.

A sizeable share I would assume, judging from our administrators' sworn endeavor to encourage American industry, staunch the outward flow of gold, lick unemployment and contain foreign competition.

At such functions, with foreign emissaries present—English, Scotch, Canadian, Russian, etc.—it is no more than international courtesy to provide their native potables. But Americans, for the most part I would hope, might take patriotic pride in drinking strictly American.

Outside of Washington, American professional and businessmen, many facing serious problems of foreign competition, gather by the thousands in conferences, conventions, etc.

The friendly glass in Hospitality Suites and at the pre-banquet Cocktail Hour is the order of the evening.

Here again, the company executive responsible for arrangements may "strike a blow for Freedom" by specifying that his guests be given full opportunity to enjoy the one whiskey indigenous to our American soil.

And because our hand-made Bourbon is the acknowledged favorite among so many top-notch business and professional people his wisest and safest choice might well be full-flavored OLD FITZGERALD.

Kentucky Straight Bourbon
Bottled-in-Bond 100 Proof

Papers Publish N. H. Lottery List

MANCHESTER, N. H.

For the first time in history, New Hampshire newspapers have been able to publish a new kind of news—the results of the first drawings in this state's own sweepstakes, the only legalized lottery in the nation.

A total of 332 lucky tickets were drawn from two big drums at Rockingham Park in Salem, July 15 and 16, and matched with the equal number of names of horses nominated for the $125,000 sweepstakes race to be run at "Old Rock," Sept. 12. The ticket holders were assured of only a few hundred dollars each on the drawings alone, but they all had an opportunity to share in the big prizes ranging up to $100,000, depending on whether the horse each ticket holder drew actually starts in the race, where the horse finishes, etc.

Announcing the first drawing of July 15, the *Manchester Union Leader*, in its edition the following morning, began publication of these first 110 names in a double column layout on the front page, sharing top billing with the fresh news of Sen. Barry Goldwater's nomination as the Republican nominee for President.

The Union Leader had to yank out the list in the copies sent through the mails due to federal regulations.

A front page notice in the Union Leader said:

"Those readers receiving their papers through the mails or at a newsstand outside the state of New Hampshire will not find in their copies the results of the N. H. Sweepstakes at Rockingham Park, yesterday, and which did appear in the issues of this paper delivered by carrier or on newsstands within the state of New Hampshire.

"We regret this omission which is due to our interpretation of federal regulations which we consider an unconstitutional interference with the freedom of the press."

•

Sues for Injuries

COVINGTON, Ky.

Randall Cochran, *Cincinnati Enquirer* photographer, has filed suit for $108,050 damages against four persons alleged to be responsible for injuries he suffered in an automobile accident, July 20, 1963. The plaintiff said the four were responsible for allowing a driverless car to roll from a supper club parking lot and collide with his auto.

By Roy H. Copperud

Making Numbers Count

All the more regrettably these days when the term has come into such common use, *billion* means different things in the United States, France, and Germany, on the one hand, and Britain and its imitators in linguistic matters, on the other.

The American billion is a thousand million; the British, a million million. The American *billion* is the British *milliard*. The disparity persists throughout the names of other large numbers ending in *illion*: trillion, quadrillion, quintillion, etc.

Both systems are set forth in detail in a table accompanying the entry *number* in Webster's Unabridged, Third Edition.

Wayward Words

Above is unsettling to some in reference to what has gone before in printed or written matter, if what is referred to is not actually on the same page. It can be avoided by using instead such expressions as *referred to* or *previously mentioned*.

* * *

To assay is to analyze; ore is assayed to determine its content of metal. To essay is to attempt. "He recently assayed the role of Clarence Darrow in a movie." *essayed;* the reference is to the actor who played the part, not to the critic who evaluated the performance.

* * *

Axe is the British preference in spelling, *ax* the American.

* * *

Interment, a favorite in obituaries, is burial; "The good is oft interr'd with their bones." Internment is a form of imprisonment, and the word is generally used to describe what happens to aliens living in an enemy nation during wartime.

* * *

Hooky ("play hooky from school") is the preferred spelling; not *hookey*.

* * *

The reason is that is better usage than *the reason is because*.

* * *

As the word for kinsman, *relative* is preferable because it is favored by usage. *Relation* is acquiring a tinge of quaintness, though it remains established in set phrases like *poor relations* and *friends and relations*.

* * *

Religious as a noun is churchly cant ("Two religious were kneeling in prayer"; "The pilgrimage was made by a party of religious and laymen") so seldom seen in ordinary prose as to cause a moment of puzzlement.

* * *

Reenforce (sometimes *re-enforce*) and *reinforce* are synonyms, but the second form is predominant, as in *troop reinforcements, reinforced concrete*.

* * *

Shatter is journalese at its most histrionic as used in *shatter a production record, shatter a precedent*.

No. 251

OTTAWA HERALD

Ottawa, Kansas

Mr. E. P. Tracht, General Manager
Fairchild Graphic Equipment
221 Fairchild Drive
Plainview, New York

Dear Mr. Tracht:

Two things I know I have done right in my life are:

Buy a Fairchild press.

Go to school at your training school.

We started up our Color King in November and began running a second daily in January. Since then we have added a 25,000 circulation "Shopper" plus 2 weeklies.

It looks as if 1964 will be a great year. Hope yours will be too.

Regards,

Bob Wellington

CIRCULATION

Teachers Describe Uses of 'Textbook'

By Jim Shevis

CANYON, Tex.

What's black and white and read all over? You've heard it before — the daily newspaper.

But what you may not know is just how much today's newspaper *is* read.

Ask anyone who attended the West Texas State University workshop at Canyon on the use of the newspaper in the classroom. The conference — first of its kind in Texas — ran for four days, with some 80 teachers from Texas, Oklahoma, and New Mexico talking about the daily newspaper as a "living textbook."

"There's no question we'll use newspapers more and more in our classrooms," said Dr. Lee Williamson, an assistant superintendent in the Amarillo public schools who was conference director.

Newspapers are used mostly in social studies, English and remedial reading classes. "But," Mr. Williamson said, "they fit into almost any area of the school program."

A Corpus Christi teacher, for example, uses the newspaper in her mathematics classes to work out batting averages during the World Series. A Crockett, Tex. woman said her classes use the paper in a study of government in action. And a Hereford, Tex. teacher finds the newspaper useful in keeping up with current events in science in his biology class.

Charles N. Johnson of Matador, Tex., told of the value of the newspaper to his social studies class when President Kennedy was assassinated.

"I don't think the kids ever learned the list of Presidents and the line of presidential succession so fast before," he said.

From Comics to Editorials

Mrs. Ann Gilbert, a remedial reading teacher at Horace Mann Junior High School in Amarillo, said she lets her students read the comics, then finds them turning to other parts of the paper, "even the editorials."

Harry Provence, editor-in-chief of the *Waco News-Tribune* and chairman of a TDNA committee studying the use of newspapers in classrooms, told how the *Globe-News* distributes 2,800 copies a day to schools in 70 towns and cities in the Texas Panhandle. Although a nominal charge is made, the cost still runs to $20,000 annually for newsprint alone during the school year.

This year, publisher S. B. Whittenburg became interested in setting up a workshop at WTSU for the exchange of ideas on classroom use of the newspaper. The Globe-News underwrote the cost of the conference. Speakers included William C. Payette, Southwestern Division Manager for United Press International in Dallas; Robert Johnson, Texas bureau chief for the Associated Press in Dallas; Mr. Provence, and Jenkin Lloyd Jones, editor of the *Tulsa* (Okla.) *Tribune*.

"The conference," said Mr. Whittenburg, "surpassed every hope I had."

* * *

SAMPLES DO A JOB

The *Riverside* (Calif.) *Press-Enterprise* is so sold on newspaper sampling that it is done on a year-round basis, concentrating efforts in October and November, with the goal being to sample every non-subscriber in the delivery area at least once each year.

William D. Rich, Press-Enterprise circulation director, reported to the International Circulation Managers Association convention, that the newspaper's newsprint cost for the sample program in the past year totaled $11,275, "a substantial portion of our annual circulation promotion expenditure."

In the past year, he said, the Press-Enterprise has sampled 41,000 homes for a period of seven consecutive days, or a total of 287,000 delivered free.

District managers are responsible for sampling. They hold a meeting with boys to explain the merits of sampling, then advise them to call on five non-subscribers on the route. They are told they will receive the paper for seven days. Name and address of each prospect is listed on a card and returned to the district manager.

Sample wrappers are distributed to the boys and rubber bands are used. On the seventh day the boy calls on each prospect and tries to make the sale. Results range from 5 to 50 percent, with overall average about 15 percent.

Boys are not given anything for sampling but they get full credit on each start for whatever offer is being made at the time.

Delaware, where national advertisers reach more high-income families—economically—with News-Journal Papers

Single-Rate Plan

For details contact:

Story, Brooks & Finley, or News-Journal Papers

Wilmington, Delaware

Newspaper's Handbill Car Leads Parade

FAIRBORN, Ohio

A special handbill — and a bright yellow 1931 Model A Ford roadster — joined to help in a big community endeavor here and also give the *Fairborn Daily Herald* an effective promotional effort.

The Daily Herald, a Monday through Friday offset publication, annually provides extensive coverage for Fairborn's Fourth of July parade.

This year the Herald assumed a still more active role. A full-sized newspaper page handbill was printed to provide a program for parade spectators and an advertising message for the Herald.

The front of the handbill told the history of the parade (this year's was the 18th for Fairborn), how it is financed and listed in order the 106 entries in the parade. At the bottom was printed an 8 by 6-inch Daily Herald subscription form.

The reverse side of the bill, printed in blue, was a reproduction of the Daily Herald's July 5, 1963, front page — containing pictures and story of last year's parade. Imprinted in red across this page was the message: "this was last year . . . and for coverage of today's parade read the Monday, July 6 Daily Herald." Copy for the handbill was prepared by Bernard J. Hilbrink, Herald editor.

Under the direction of Marion Herr, general superintendent for the Herald, the newspaper flag was enlarged 600 percent and burned onto aluminum offset plates. Underneath the name went the message: "Serving this Community since 1867."

Two of these were made, reinforced on the back with heavy cardboard, attached to a wooden frame and fastened to both sides of Herr's 1931 roadster. The car was decorated with red, white and blue bunting and American flags.

Circulation manager Jack Simmons and four newspaperboys traveled the 1.8 mile parade route distributing the handbills. The roadster, driven by Bill McMillan, son of Daily Herald publisher J. C. McMillan, carried the more than 8,000 flyers that were printed.

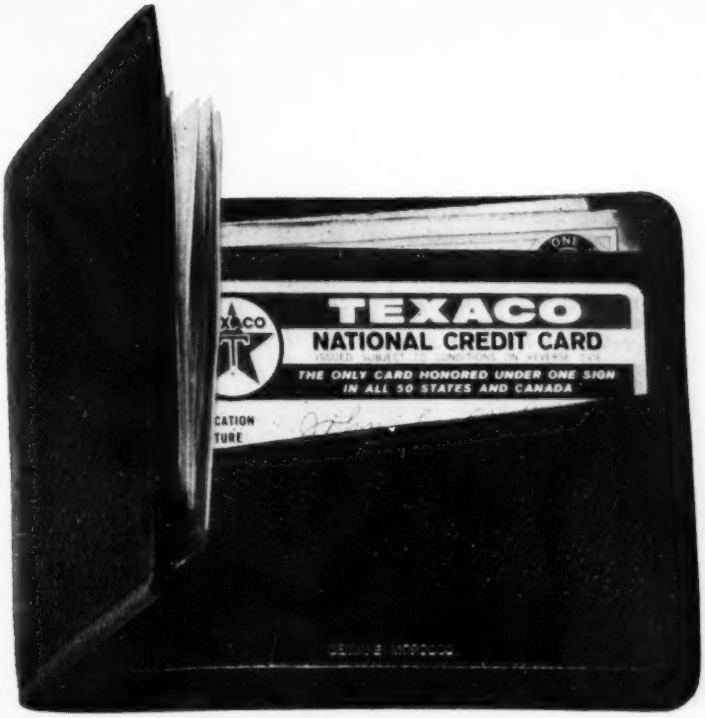
Parade officials warmly received the idea, placed the Herald program car in the No. 1 position, and let it move out five minutes before the start of the parade to begin distribution to the more than 12,- to 15,000 persons lining the streets.

A check of the route after the parade showed very few throwaways, most of the handbills going home as a parade souvenir.

around the world

around the clock

UNITED PRESS INTERNATIONAL UPI NEWS AND NEWSPICTURES



Taking Credit Where Credit Is Due

In producing and marketing quality petroleum products, Texaco serves the economy of the country in many different ways.

One outstanding example is Texaco's credit card service. More than 8% of America's families hold a Texaco Credit Card. It is the only petroleum credit card honored under one sign in all 50 states. Canada, too.

Whether you're traveling on wheels, on water, or on wings, you can use the Texaco National Credit Card to charge your purchases of fuels and lubricants and many accessories and services. You carry less cash. You receive only one bill a month. The statements provide a permanent record for accounting and tax requirements.

Texaco is a name that America banks on in many ways.

TEXACO INC.

If you do not have a Texaco Credit Card, and would like one, please ask your Texaco Dealer for an application.

Trust your car to the man who wears the star.

TEXACO

Send for this booklet: "Percentage Depletion."
What it is, why it is sound, why the 27.5% provision for petroleum should be retained. Write: Public Relations Division, Texaco Inc., 135 E. 42nd Street, New York, N. Y. 10017.

The Weekly Editor

SENIORS' PAPER

SUN CITY, Arizona

Editing and publishing the weekly *News-Sun* in this growing retirement community for people 50 or older has made Burt and Ursula Freireich more than busy, and a little humble.

They are genuine pioneers in their field, without time or inclination to brag about their progress.

Further, by at least one definition, this husband and wife team has achieved "success" by doing something they really like.

The stage for their initiation into publishing was set Jan. 1, 1960, when the Del E. Webb Corporation opened the first of its Sun City communities 12 miles northwest of Phoenix.

Five years ago the Webb idea of "active retirement" was novel. But with all community facilities built before a first home was sold, and with nationwide promotion, the town took off like a rocket.

Moving vans began rolling through Sun City's palm-lined entrance at the rate of 35 a week. Sun Citians, average age 62, proved gregarious, possessed a healthy interest in current events, had good buying power, and, as Mr. and Mrs. Freireich correctly predicted, were ripe for a weekly newspaper.

At about this same time Burt Freireich turned 35, and had just completed eight years on the sports staff of the *Phoenix Gazette*.

"When I joined the staff I was number five man," he relates. "Eight years later I was number four and the sports editor was still in his forties.

"I enjoyed my work, and wouldn't mind doing metropolitan sports again. But, could I better help my family by getting into a business that offered more financial rewards in the future?"

The Freireich's bought the News-Sun in July, 1960, when it served primarily Youngtown, a small retirement community adjacent to Sun City. By October, Sun City was showing phenomenal growth, and they converted to weekly publication.

Previous Experience

As a writing team, the two had no problems. Burt was equipped with a degree in journalism from the University of Illinois. His wife topped him by one degree with a master's in education following a bachelor's degree in Spanish. Like Burt, she wrote for the *Daily Illini*.

Further, Burt logged two years on the *Illinois State Journal* at Springfield and served briefly on the *Sporting News* in St. Louis, before 10 years of reporting, headline writing and makeup on the Phoenix Gazette.

"But," he relates, "the only picture I had ever taken was a Brownie snapshot. And as for ad sales, layout, editorial writing . . . well, it was baptism by fire."

Ursula, meanwhile, became bookkeeper and circulation manager. When her husband took a week's trip about a year after they began publishing, she blossomed into a columnist and photographer.

Now two office employes direct circulation and bookkeeping, Ursula more than handles her share of writing and photography.

No Ads on Edit Page

The Freireichs have added more than page numbers to the News-Sun.

The response was quick and favorable to the couple's recent switch to offset printing. Reaction was equally pleasing to a change Burt made in 1963 after attending an International Conference of Weekly Newspaper Editors—eliminating all editorial page advertising.

With Burt's three local editorials, in 12 point for easy reading, his personal column, along with Letters to the Editor, and a guest editorial or column, the page is a source of family pride.

Because the Freireichs don't hesitate to speak out on community matters, "Letters" occupy a generous part of the page.

"Few editors should feel as humble as I should," says Burt, "because I preach weekly to folks who have seen more and accomplished more than the average person on any given city block.

"But I spank my readers when I feel the urge. I don't feel sorry for them because they spank back—and hard—in our exceptionally lively letters column."

Regular Features

Less than a year ago citizens were getting up full steam for incorporation. Burt helped crystallized pros and cons with a front page editorial, and the vote was delayed until this fall.

Last January the News-Sun editorial page won a first place among Arizona weeklies.

Other features of the paper include a section on the stock market, and three regular columnists in addition to Burt, including his wife, and one Burro Crane.

TOO YOUNG to live in Sun City, but experienced enough to edit a successful weekly for the community, Burt and Ursula Freireich scan a copy of their News-Sun.

Burro, who operates the Gold Town Trading Post in Wittman, a desert town, gives the News-Sun a distinctive Western flavor with his off-beat prose.

For two years the Freireichs owned a printing plant, but recently sold their interest and now have the News-Sun printed in a nearby town.

"I am happy we are back to devoting full time to the News-Sun," says Ursula, "and more attention to our 10-year-old daughter and 13-year-old son."

Model Newspaper

The News-Sun proved a model prototype for the *Sun City Sun*, whose publishers were so convinced of the paper's eventual success they printed a thick "Welcome" issue when the Webb Corporation opened Sun City, Calif. in June, 1962, and haven't stopped since.

Webb officials in the Phoenix main office, and in Los Angeles, welcome investments by the News-Sun, Sun City News, and *Sun Citizen*, a weekly offset tabloid published in Youngtown which devotes the majority of its editorial space to covering Sun City, Arizona activities.

"Responsible newspapers help to weld our communities together," says Tom Breen, Webb senior vicepresident and director, Community Development division.

"In the News-Sun, for example, Sun Citians have an opportunity to discuss the community through 'Letters to the Editor.' Our shopping center functions better through newspaper advertising. A newspaper just plain makes a healthier, happier town, and is better operated by such professional newspaper people as the Freireichs, rather than by our own company."

"The Webb Corporation helped pioneer the 'active' retirement community for those 50 and older," says Burt. "Sun City has attracted a cosmopolitan group,

(*Continued on page* 38)

Editors Figure 21% Of Copy is Publicity

CHICAGO

How much published news and feature material in newspapers comes from public relations sources?

The question was asked in a survey made by Bernard E. Ury and Howard Sigmond, of Ury-Sigmond Public Relations, and 24 newspaper editors replied to it. The consensus was 21%, but business editors, women's editors, real estate editors and food editors accounted for the major share. City editors said 6% and features said 5% of their material came from publicity agents.

At the same time, the newspaper group indicated that 81% of the news and feature material from PR sources is rejected. Only 6% was scored for PR stories used as written.

Another question was: How much publicity material is published because of advertising department pressure, or because the source is a known advertiser? The scores were as follows: Average 6%. City editors 16%. Feature editors .025%. Business editors 2.5%. Women's editors 2.5%. Real estate editors 10%. Food editors 10%.

The authors have compiled their entire survey in a brochure as an aid to PR people showing the effectiveness of a variety of publicity placement techniques.

•

Job-Swapping Helps In Training Program

CLOVIS, N.M.

Jim Seaver, managing editor of the *Clovis News-Journal*, has been switching reporters to desk work and shifting the sports and wire editors in his version of the old parlor game, "Musical Chairs."

The purpose is to let each man learn the other men's jobs so that illness, vacation or personnel turnover will result in minimum training, and confusion, during the interim periods.

•

Visitors' Edition

NIAGARA FALLS, N. Y.

The *Niagara Falls Gazette* has added a third edition to its Sunday press run, an edition directed toward the visitors who flock to the city each summer. Publisher Herman E. Moecker said the edition was designed primarily as a community service, but it has stimulated Sunday sales and has attracted advertisers not normally appearing in newspapers.

Newspaper Wire Service People Dig School News

CHICAGO

The public relations office and news bureau of the University of Chicago has all the appearances of a combined wire service news room and a city room these days.

The office is under the direction of Carl W. Larsen, formerly of the *Chicago Sun-Times* editorial department and United Press International.

Director of media services is Sheldon Garber, formerly with Chicago UPI.

Other staffers and their prior affiliations:

Sy Friedman, Chicago International News Service; Robert Hughes, *Sun Times;* William Johnston, Denver UPI; Sam King, *Chicago Daily News;* Nancy Newman, Daily News; Blossom Porte, *Chicago Sun;* Thelma Reich, *Madison* (Wis.) *Capital Times.*

The university recently received an award for "exceptional achievement in the operation of its news bureau" from the American College Public Relations Association.

National Catholic Newspaper Planned

KANSAS CITY, Mo.

A new national Catholic weekly newspaper to be published and staffed by laymen will begin publication here this fall.

It will be called the *National Catholic Reporter* and will share the staff and facilities of the *Catholic Reporter,* weekly newspaper of the Catholic Diocese of Kansas City-St. Joseph. But the national paper will operate under a lay board and without ecclesiastical affiliation.

Michael J. Greene and Robert G. Hoyt, managing editor and editor of the diocesan weekly, respectively, will be publisher and editor of the new paper.

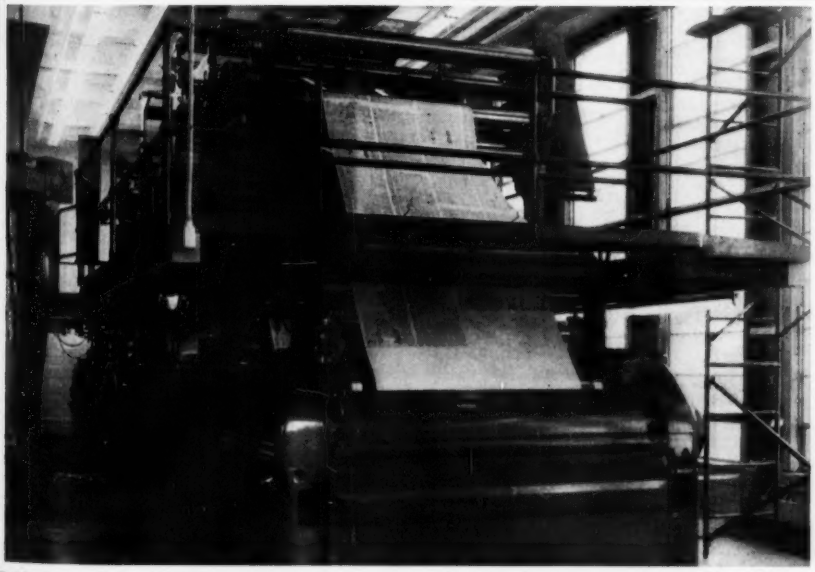
Mr. Hoyt said the new publication will be "primarily a newspaper, meaning that its function will be to report what is going on in the Church, not to explain or defend it."

•

Cuts to 5 Days

QUEBEC

L'Evenement, Quebec City's only morning newspaper, has discontinued its Saturday edition and will publish only five days a week. The French-language newspaper is published by Le Soleil Limited which also publishes *Le Soleil.*



Ready to Run!

Not quite, but we expect to print soon—news about several NEW ASSIGNMENTS—still in the preliminary stages covering newspaper plant alterations and additions in:

MAINE

DELAWARE

NEW JERSEY

CONNECTICUT

LOCKWOOD GREENE ENGINEERS, INC.

BOSTON 16
316 Stuart Street

NEW YORK 17
200 Park Avenue-Pan Am Building

SPARTANBURG, S.C.
Montgomery Building

HOME DELIVERY is simple for the weekly News-Sun in Sun City, Arizona, a retirement community with 8,000 residents.

Weekly Editor

(*Continued from page* 36)

willing and able to move from another section of the country. We are sure the future is bright for other retirement towns, which will certainly need newspapers to serve them.

"As for Sun City, it has 8,000 citizens already. In addition, the Webb company plans conventional housing and more commercial building adjacent to Sun City.

"Even Phoenix advertisers are recognizing Sun City as a 'class market.'

"It's a long way from the classroom, the Daily Illini or metropolitan dailies, but we're more than satisfied," say Burt and Ursula Freireich.

•

Weekly Sales

MOBRIDGE, S. Dak.

Gene Chamberlin, editor-manager of the *Sioux Valley News* at Canton, S. Dak. the past four years, has taken title to the *Mobridge Tribune* and *Reminder* in the name of Bridge City Publishing Co. L. L. Coleman, publisher of the two weeklies, is retiring.

The sale was negotiated by Marion R. Krehbiel, Norton, Kans. Other stockholders in the new company include Elton Carter, former publisher of the *Norton Daily Telegram* and *Wheatland* (Wyo.) *Times;* and John L. Rigg, former publisher of the *Winner Advocate* and the *Acorn* at Oakland, Iowa. Mr. Chamberlin, a 1954 graduate of Iowa State University, has worked for Iowa dailies and weeklies.

* * *

GLENDALE, Ariz.

The *Glendale Herald*, established in 1926, has been purchased by Apache Publishing Co. from Keith Jensen and Eugene Ely, who continue their ownership of five other weeklies. Mr. Ely remains as general manager of the Herald, with Tom Hilton as editor.

R. W. Rhoades, executive vice-president of Apache, is vice-president and general manager of Venango Newspapers and Derrick Newspapers of Oil City, Pa.

* * *

GENOA, Ill.

The publishers of the *Genoa Republican*, a 1200-circulation weekly, announce the sale of their newspaper plant and printing business.

The 60-year-old weekly was begun as a consolidation of two other local papers in 1904 by Charles D. Schoonmaker. His son, C. Coleman, joined him as a partner in 1923 and was joined by Arthur Geithman in 1946.

Taking over Aug. 1 as editor and publisher will be Barry Schrader, a former Genoa man. His wife, Kay, will be business manager and associate editor. Mr. Schrader received a bachelor's degree in Journalism in 1963 from Northern Illinois University. He is editor of the *Byron* (Ill.) *Tribune.*

* * *

TORRANCE, Calif.

King Williams Press Inc., publisher of the *Torrance Herald*, has purchased the Torrance Press and the papers were combined on July 1, publishing on Wednesday afternoon and Sunday morning. Controlling stock is held by Rodgers & McDonald, Los Angeles-based weekly newspaper group.

King Williams Press also acquired the *Wilmington* (Calif.) *Press-Journal* and *Harbor Mail*, published Wednesday.

Glenn W. Pfeil, co-publisher of the 50-year-old Herald, will be publisher of the Torrance and Wilmington operations. W. R. Zappas, co-founder of the Press, is retiring.

Reid L. Bundy, Herald managing editor since 1951, will head the Press-Herald news staff. At Wilmington, Ed Fike will be general manager and Jim Graeme editor.

* * *

Alvin Yearout of Dewey, Okla., has purchased the *Moline* (Kans.) *Advance*, a weekly, from Mr. and Mrs. Fred Axtell who have owned and operated the paper since 1937. They plan to retire.

* * *

Fred A. Walker, publisher of the *Middlebury* (Ind.) *Independent* for 41 years, has sold it to Bernard Martin, of Kewanna, Ind. who owns a group of weeklies.

* * *

Lindley G. Paskus, of Mt. Kisco, N. Y., co-owner with Rep. Frank C. Osmers Jr., of Tenafly, N. J. of Palisades Publishers Inc., has acquired Mr. Osmers' interests in the company. The firm publishes the *Englewood Press-Journal*, the *Tenafly Press-Journal*, *Leonia Life*, *Times Review*, of Bergenfield; *Bergen Review*, of Closter; and the *Sunday Sun*, of Teaneck.

Mr. Paskus has been in newspaper work for more than 20 years.

* * *

Robert Lienau and Robert Bennett, owners of the *Los Alamitos-Cypress* (Calif.) *Enterprise*, have purchased the *Seal Beach* (Calif.) *Marina News* from the Orange Coast Publishing Company. The paper was founded in 1929.

UNSCHEDULED TRUCK STOP...

Getting his cargo through on time is one of the professional truck driver's primary responsibilities. But when he comes upon a motorist in trouble on the road, he can usually be counted on to stop and lend a helping hand . . . just one of the reasons professional truck drivers are so often referred to as "gentlemen of the highways."

American Trucking Industry

ATA

THE WHEELS THAT GO EVERYWHERE American Trucking Associations, Inc., Washington, D. C. 20036

Walter Williams: World Journalist

By Ray Erwin

WALTER WILLIAMS. By Frank W. Rucker. Missourian Publishing Association, Columbia, Mo. Illustrated. 221 pages plus index. $7.

Walter Williams, world journalist and educator, had international influence and stature. He founded (1908) the world's first journalism education institution, the University of Missouri School of Journalism; he founded (1904) the first world's press convention.

A century after his birth and three decades after his death (1935), his biographer validly says his influence is still felt in journalism education, in world journalism, in the practice of journalism and in the preservation of history (he wrote five books on Missouri history).

Long Overdue

Considering the long shadow cast by this newspaper giant — he was small in physique and large in intellect — it is easy to accept Frank Luther Mott's foreword assertion that a biography is long overdue.

Walter Williams began as a printers' devil for the *Boonville* (Mo.) *Topic* for 75 cents a week and later became a correspondent for the *Sedalia* (Mo.) *Bazoo* and in 1886 bought stock in the *Boonville Advertiser* — and then he was on his way to world service and leadership. Although he was not college-trained, he was elevated to the presidency of the University of Missouri after many fruitful years as dean of the School of Journalism, which he had founded.

World Press Congress

Out of the Press Parliament he directed at the Louisiana Purchase Exposition in St. Louis (1904) with 5,000 journalists from 37 foreign countries and from every state evolved the later World Press Congresses. The last of these was held to mark the 50th anniversary of the University of Missouri School of Journalism (1958). Incidentally, the biographer recalls the close friendship and collaboration between Mr. Williams in holding these world meetings and the late James Wright Brown, who long published EDITOR & PUBLISHER (1912-1959) and who was secretary-treasurer of the World Press Congress.

A quotable quote from Walter Williams: "School textbooks are embalmed brains; they are yesterday bound in boards. The newspaper is today." Another: "To the editor who magnifies his calling, life is a volume, each day an opening page from which he gathers, as he turns the leaves for those around him, lessons of faith, duty, courage, hope and love."

Mr. Williams once instructed: "There are five I's necessary to success in newspaper work: Independence, Industry, Information, Ideas and Instinct."

"The Journalist's Creed" written by Mr. Williams in eight paragraphs, each beginning "I believe," still inspires the veteran craftsman and instructs the neophyte student.

The author, Frank W. Rucker, studied under the founding dean at Missouri and after serving as co-publisher and general manager of the *Independence* (Mo.) *Examiner* he returned to his alma mater as associate professor of journalism. As a student, he idolized Mr. Williams and as an associate he admired him. He has served the memory of his mentor well by researching and writing this complete, solid and absorbing biography.

Mr. Rucker is the author or co-author of these books about the business: "Newspaper Organization and Management" with Herbert Lee Williams (1956); "Newspaper Circulation — What, Where and How" (1958) and "Tested Newspaper Promotion" with Bert Stolpe (1960), all published by the Iowa State University Press, Ames.

When Walter Williams died, the *St. Louis* (Mo.) *Post-Dispatch* wrote in an editorial: "Gray veterans of the press have listened to his official addresses in many capitals, and young men have gone into all lands of the earth to preach the gospel of journalism as taught by the savant who never went to college and never stopped going to school."

Books Of, By Or For Newsmen

Peter Benchley (grandson of Robert and son of Nathaniel), a former *Washington* (D. C.) *Post* reporter and now with *Newsweek*, is the author of a travel book, "Time and a Ticket" (Houghton Mifflin. Aug. 11. $3.95).

Malcolm Browne, the AP's Pulitzer Prize-winning correspondent for his work in South Viet Nam, is busy preparing a book for Bobbs-Merrill due early in 1965.

Joseph E. Coyne, a reporter and religious news editor of the *Portland* (Me.) *Press Herald-Evening Express-Sunday Telegram*, has written a new suspense novel, "House of Exile" (Bruce Publishing Co., Milwaukee, Wis.), the July book-of-the-month selection of the Catholic Literary Foundation. The story is of the adventures of a group of missioners during temporary respite in New England after escaping from behind the Iron and Bamboo Curtains. An earlier novel by Mr. Coyne was "The Threshing Floor" (Putnam), which was translated into German.

Latest financial information on more than 700 publicly-owned organizations in the electronics industry is now available in the third annual edition of "Electronics News Financial Fact Book & Directory" (Book Division of Fairchild Publications. 316 pages. Paperback. Large format. $35).

James Horan, assistant managing editor, *New York Journal-American*, has completed his 21st book and turned it over to Crown Publishing Company. The working title, which may be changed, is "The Other Side of the Coin." The novel concerns civil rights. Mr. Horan and Dom Frasca of the J-A staff are responsible for a series on the narcotics traffic in New York. Mr. Frasca is author of "King of Crime," a story about Vito Genovese.

Some provocative and revealing essays by Eric Sevareid, Hall Syndicate columnist and CBS newscaster, have been collected into "This Is Eric Sevareid" (McGraw-Hill. Aug. 3. 306 pages. $5.95). In his introduction, the columnist-commentator gives us this interesting definition: "A general journalist is jack-of-all-trades and master of none, save the trade of being jack-of-all. It means, I think, that he knows just enough about almost everything to know when something hitherto unknown comes along. Others wield the cutting edge of history, but he lives at the growing points of society. Since he works within the institutions and requirements of an essentially middle-class society his work is bound to be essentially middle-brow work. He makes many mistakes but none is ever so serious as the mistakes of the specialists, as his discoveries are never so important. His daily work can be satisfying, his total professional fate rarely so. He is perpetually at school and conducts his education in public, which is often hard on others and embarrassing to him."

AUSTRALIA'S
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HURLETRON
DC and AC Press Drives All Horsepowers
ELECTRIC EYE EQUIPMENT DIVISION
Danville, Illinois

Students Produce Daily Newspaper For MRA Assembly

MACKINAC ISLAND, Mich.

How do you, in the course of a few weeks, start a daily newspaper on an island?

Especially when there is available no printing equipment, no trained personnel, and no easy means of communication?

And why start a daily newspaper on this remote island to which people generally go for summer vacations "to get away from it all"?

A daily newspaper was needed on Mackinac Island for several reasons this summer.

Beginning June 25, a "Conference for Tomorrow's America" has been in session at the Moral Re-Armament Assembly Center there.

The conference is attended by 1,145 delegates from 33 states and 6 Canadian provinces and 18 foreign nations primarily in the 15 to 25 age groups. A second three and one-half week conference, starting July 23, drew another thousand high school and college students to the island.

Part of the program includes workshops in drama, radio and television, firm production and journalism.

"Tomorrow's American" is being produced by the journalism students. They turn out a daily newspaper with the latest wire service coverage, overcoming the 6 to 8 hour time lapse in transporting Detroit and Chicago newspapers.

On sale in downtown places of business and the Grand Hotel newsstand, it also has a paid local and mail circulation of 920 copies daily.

Bruce Currie is the editor and his staff includes Steve Rickert, Princeton '65; Douglas Cornell Jr., Yale '68; Robin Hoar of Great Britain, and Peter Blake, alumnus of the *Yale Daily News*.

Issues include topical cartoons by Karl Kaltenborn.

Printing facilities of some type had to be installed on the island. The idea of a mimeographed paper was considered, then dismissed, because of its typograghical limitations and the inability to print pictures. The choice narrowed to a newspaper produced by Multilith-Offset. No such equipment was available on the island.

Then the Addressograph-Multigraph Company of Cleveland came to the rescue. They agreed to lend two Varitypers, a Headliner, a vertical camera, plate maker, and a Multigraph 1250 LW. Technicians from the Green Bay office of Addressograph-Multigraph installed the equipment.

•

$500 Offer Traps Suspect in Slaying

SANTA PAULA, Calif.

A suspected rape-slayer of a 12-year-old girl was captured following a $500 reward for information offer by the *Santa Paula Daily Chronicle*. The arrested man was indicted by the grand jury and bound over to Superior Court for trial.

C. E. Phillips, editor-publisher of the Daily Chronicle, suggested posting a $500 cash reward to the person who furnished information that would lead to the apprehension and conviction of the abductor-killer.

The offer was announced in the Monday issue, July 6, and the following noon a woman called at the newspaper office with information of having seen a man lurking in the vicinity of the cemetery grave where the body of young Joyce Carranza had been buried. She gave the man's name to the newspaper.

Managing editor, Otto Reynolds, who received the lead, immediately passed the information along to sheriff deputies working on the case. Two hours later the man had been caught.

Huge Circus Trailer Now Lab for Pictures

VALLEY FORGE, Pa.

A mobile darkroom unit is helping to tell the picture story of the thousands of Boy Scouts gathered here for their annual jamboree, July 9-26.

Valued at $50,000, the giant trailer has a crew of six and has modern facilities for processing film.

It is operated by Wide World Photos, a commercial subsidiary of the Associated Press, and was designed and built by Zachary Bloom, now employed by Wide World Photos. Mr. Bloom first used the trailer when he was associated with Ringling Bros. and Barnum & Bailey Circus.

During the 15-day jamboree Wide World expects to develop 2,000 photographs and make 20,000 prints.

•

In Training for Info

MELBOURNE

William Heseltine, an Australian who is to take up an appointment as Assistant Information Officer to Queen Elizabeth early in 1965, will join the editorial staff of the *Melbourne Age* in October. He will stay with the paper for several months studying newspaper practice and organization.

It beats the clock at

70,000 PPH

3:2 FOLDER FOR HOE COLORMATIC*

Only a stopwatch can time the speed of this super production folder, which can handle even the heaviest product at a rate of almost 20 papers per second. Fully proven in actual service, its plus features include anti-friction bearings throughout, adjustable pinpoint cam and folding blades, sturdy cast iron construction of folding cylinder, and solid forged steel cutting cylinder. Delivers an attractive, uniform product; fold corrections can be made while press is running. Its minimal maintenance requirements are characteristic of all Hoe built equipment. R. Hoe & Co., Inc., 910 E. 138th St., New York 54, N. Y.

HOE

*TRADEMARK

THE CANDIDATE—Associated Press editors voted a bonus of $100 to Dallas staffer Ferd Kaufman for choosing the right angle to get a different shot of Barry Goldwater at a political rally. The situation could have produced just another picture of a man behind a microphone but Ferd used his head (and Barry's on a poster) to get away from a cliche.

A PAT ON THE BACK—When President Johnson congratulated his wife Ladybird on a speech at the World's Fair, AP photographer Eddie Adams recorded an affectionate moment from an unorthodox camera position and won a special prize of $50.

THE LEAP THAT FAILED to win the Republican presidential nomination for Governor William W. Scranton of Pennsylvania won a first prize of $100 for Tom Leask of the Harrisburg Patriot-News. Leask snapped the picture as the Governor responded to reporters' quips about his proclivity to strenuous exercise.

Is Non-Cliché Picture Clicking?

The Associated Press offers a $100 monthly prize to the photographer who comes up with a picture that is the best example of a fresh and lively escape from routine coverage of a routine situation. It's called the "Beating the Cliche Picture" contest.

Already some outstanding results have been achieved. Special awards have been added by General Manager Wes Gallagher to recognize the photographers' ingenuity and techniques.

Says Mr. Gallagher: "We do not want a lot of purely freak pictures; we do want to encourage any approach that produces bright, useful and different picture copy."

A close watch is being kept on the treatment the non-cliche pictures receive at the hands of newspapers' editors. Thus far it appears to AP editors that the effort will be rewarded with lots of printer's ink. But there is still some evidence, they say, that editors need a little more education on the non-conformist shot than the photographer does.

THE THRILL OF IT ALL—Blind five-year-old Michael Gordon's hands explore the shape and size of fish he has just pulled from a pond near Philadelphia. The picture was made by Dominick Ligato of the Philadelphia Bulletin who avoided taking the conventional shot of a boy with a bent fishing pole.

FOREMAN

Meet a front-line member of GM's management team . . . the on-the-job manager who makes things go in a General Motors plant. In his job, he is a man of many talents.

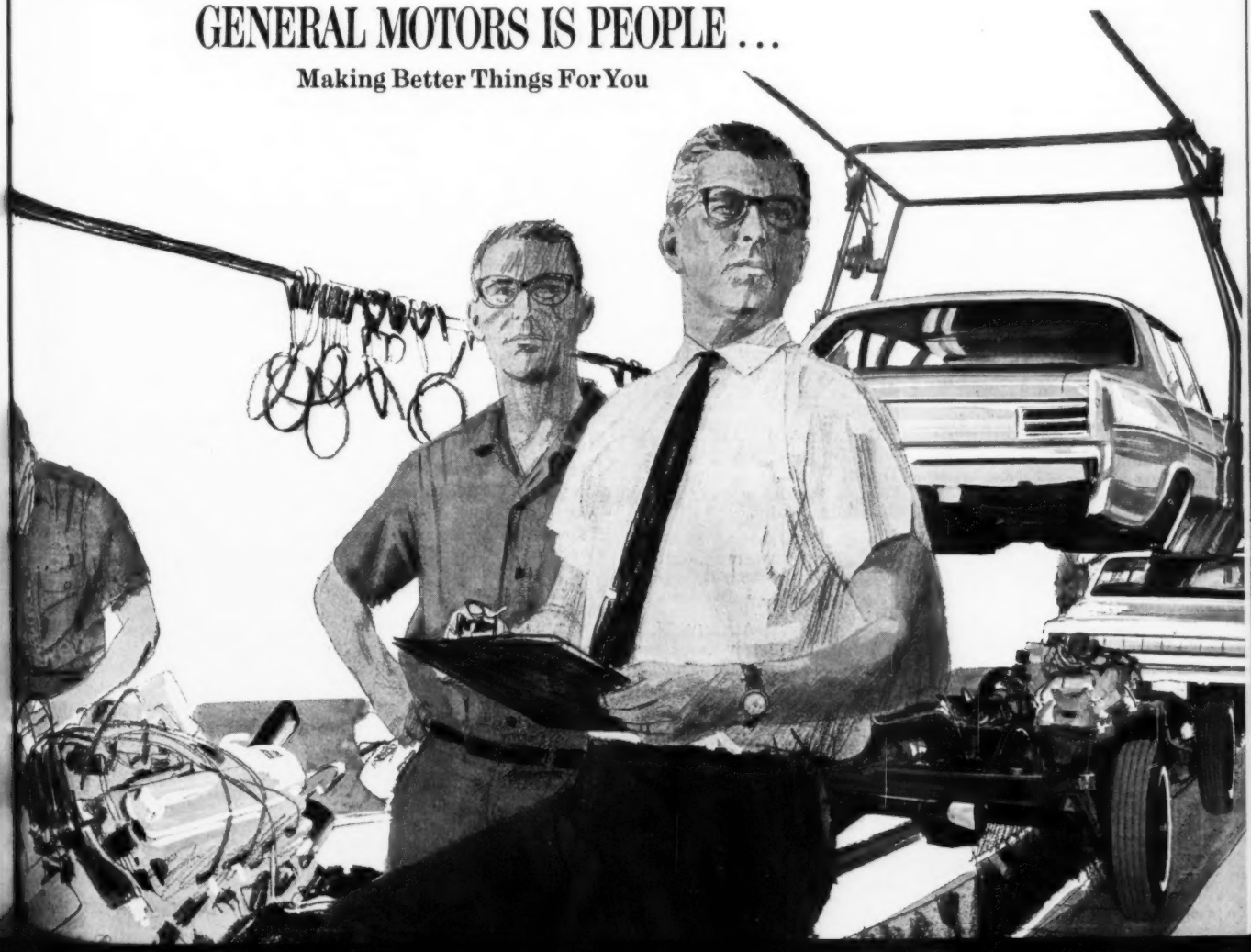
He interprets blueprints, sketches, orders, ideas . . . and he puts them into action. He trains workers and places them in jobs they are best qualified for. And he is responsible for the performance and safety of his men, as well as for the quality of their work.

There are 16,000 foremen in GM . . . a great many of them up from the ranks of the men they supervise. Their knowledge, experience and judgment are essential to General Motors progress.

People—able, dedicated people—are GM's greatest asset . . . and none is more important than the foreman, a capable, experienced member of the General Motors management team.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



Weekly Editor Fights 'Bad Boys and Girls'

DARIEN, Conn.

George Stretch, 37-year-old editor of the *Darien Review*, a weekly, received only one protest (so far) and considerable praise, after jousting with the "bad boys and girls" here.

All he did was to assemble items from the police blotter on page one. Previously similar notes had been scattered through the paper.

Mr. Stretch and Richard J. Roberts, publisher of the Review (circulation: 4,000) decided to print the "comprehensive presentation in order that readers would get a full grasp of the significance and extent of this police activity."

They made the decision after the death of a local 17-year-old high school girl in an automobile accident. She was returning from a party at which drinks were served. A boy in the car with her has been charged with negligent homicide and reckless driving.

First Selectman Thomas F. Kerrigan protested. He said the editor was playing up "kid stuff" that always goes on during the summer, and was no worse now than before.

"I think he'll change his mind, since quite a bit of the activity involves breaking open the town parking meters and taking the cash," Mr. Stretch said. "That's a pet project of the Selectman."

The first report contained 18 items, of which five concerned persons 21 and under, who were named. Other items were about a fence torn down, large rocks rolled into a resident's driveway, name signs missing, a swimming pool polluted.

More serious were the reports of a 12-year-old girl being narrowly missed by a car driven by a 16-year-old boy; an 18-year-old girl and 15-year-old boy caught siphoning gasoline from a pump; a 5-year-old boy struck by a car.

Connecticut has no law prohibiting publication of names of juvenile delinquents. The Review publishes names. No parent has yet objected, Mr. Stretch said.

Gordon Lamont, active in local politics, complimented the paper, adding the suggestion that "you not only print the names of the young vandals, but also their parents' names. That might slow them down."

Mr. Stretch has a 16-year-old daughter, and an 8-year-old son. He doesn't think either will get into trouble. If his daughter does, he'll print the news with her name, he said.

Mr. Stretch has been in newspaper work 15 years. The last two years he has been editor of the Review. Previously he has worked for the *New Haven* (Conn.) *Journal Courier*, *Branford* (Conn.) *Review*, *Cape Cod* (Mass.) *Standard Times*, *East Haven* (Conn.) *News*, and *Newtown* (Conn.) *Bee*.

•

Mental Health Info Fellows Are Named

SYRACUSE, N. Y.

Two men and two women have been named the first winners of fellowships in the new mental health information program of the School of Journalism at Syracuse University.

Each will receive a $3,000 stipend and full tuition under a $150,000 grant from the National Institute of Mental Health.

The winners have had reporting experience on the newspapers of four states. They are:

James D. Boullion, executive secretary, Governor's Mental Health Advisory Committee, Madison, Wis.

Judith L. Condit, public relations writer, Century 21 Center, Seattle, Wash.

Everette E. Dennis Jr., Toledo, Ore., August graduate of the University of Oregon and a reporter on the *Eugene Register-Guard*.

Gail Ann Wallace, Daingerfield, Texas, a June graduate of Texas Woman's University at Denton, where she was editor of the student daily.

•

$36,567 Donated For Cop's Family

ALBANY, N. Y.

A fund started by the *Albany Times-Union* and the *Knickerbocker News* for the family of a police officer slain by a burglar has reached a total of $36,567, publisher Gene Robb reports. Thanks to readers' donations, the policeman's eldest son, Thomas P. McAvoy Jr. is entering Ithaca College in the Fall. A trust fund has been established for the widow and two sons.

Fellowship in tv

SYRACUSE, N. Y.

A $3,000 fellowship has been established at Syracuse University's Newhouse Communications Center by entertainers Sheldon Leonard and Danny Thomas. The grant was made in the name of T and L Productions, of which Mr. Leonard and Mr. Thomas are co-producers. Mr. Leonard is a Syracuse graduate. The fellowship will be awarded annually to a graduate student planning to enter the field of television programming.

Printers Accept 3-Year Contract

NORFOLK, Va.

A three-year contract averted a threatened strike of the printers' union at the *Virginian-Pilot* and *Ledger-Star*. Prior to last week, negotiations had been on the basis of a two-year contract.

As finally agreed upon, the contract provides a $4 increase the first year and a $3 increase for each of the next two years. The previous journeyman's scales were: $126 (day), $131 (night), $136 (lobster).

The agreement, ratified by the local Sunday, July 19, climaxed 11 months of negotiations and a strike vote. The management had affirmed its intention to continue publication in the event of a strike. The contract will run from Oct. 1, 1963 to Sept. 30, 1966.

In fringe benefits, health and accident insurance payments go from $50 to $70 a week for a maximum of 13 weeks; two days funeral leave when a death occurs in the immediate family; half-pay for up to five days while on jury duty; and benefit coverage of some substitutes.

•

Retailers Will Meet On 'Downtown Survival'

A two-day workshop on "How to Win Downtown Property Tax Relief—Key to Downtown Survival" at the St. Moritz Hotel, Oct. 13-14, has been announced by the National Retail Merchants Association.

The National Downtown Services Inc., is cooperating with NRMA in the project, which is being coordinated by James J. Bliss, NRMA, 100 West 31st St., New York.

The purpose is to stimulate action toward fair assessment of downtown commercial properties. The workshop also will emphasize the important role of the downtown tax base in helping to support essential services.

Wood Purchases Firm That Makes Package Devices

Wood Newspaper Machinery Corporation, manufacturers of printing presses, paper replenishing devices and stereotype equipment, has extended its diversification by purchasing the Stanford Engineering Company, Salem, Illinois. The transaction was entirely for stock, according to Daniel McColley, president of Wood.

Stanford, a family firm, has annual sales in excess of a million dollars. It is a manufacturer of turret-type unwind and rewind stands, constant tension, doctor machines, slitters, web guiding, and converting equipment for the packaging, paper and textile industries. The 21-year-old firm will continue its operations in Salem as a division of Wood.

William T. Stanford, formerly president of Stanford Engineering Company, will join the Wood board of directors and will continue to perform services in the research and development of products to be manufactured and sold by the company. Wayne Stanford will be general manager, and Oscar E. Stanford will be sales manager for this new division.

•

Booklet on Careers Coming Out in Fall

IOWA CITY

The seventh annual edition of "Career Opportunities in Journalism," published by the University of Iowa School of Journalism, will be distributed in October, 1964, rather than January, 1965.

This change, according to editor L. Erwin Atwood, will allow high school students more time to consider the information presented on journalism careers before they have to choose a college or job.

The special 40-page edition of the *Iowa Publisher* magazine will contain articles specially prepared by executives in different fields in mass communications.

Another feature will be a bibliography of books and pamphlets to which young people considering journalism as a career may turn for additional information.

This year 8,000 copies of the edition will be issued.

"Career Opportunities in Journalism" is available to the general public for 50 cents a copy from the Iowa Publisher.

Syndicate Sentences

Neil Morgan, who writes a weekly column, "Assignment West," for about 40 newspapers via the Copley News Service in addition to his daily column for the *San Diego* (Calif.) *Evening Tribune*, was honored by his alma mater, Wake Forest College in North Carolina, with a "Distinguished Service Citation."

In an exciting, informative new book, "America's Top Cartoonists" (Compiled by Allen Willette. Allied Publications, 2485 E. Sunrise Blvd., Fort Lauderdale, Fla. Paperback. Large format. $1.95), 39 famous newspaper comic strip artists tell how they create their strips and how they happened to become cartoonists. The cartoonists describe their methods of working, how they get ideas and the materials they use. Each page carries a photo of an artist along with examples of his work. The introduction is by Mort Walker ("Beetle Bailey").

Helen Hennessy, women's editor for Newspaper Enterprise Association, was awarded an honorable mention certificate for "achievement in women's interest newspaper reporting" in the fifth annual Catherine L. O'Brien Award competition for her feature story, "Why It Costs So Much to Have a Baby."

Whether or not the pen is mightier than the sword is purely academic with the Ericsons — they have it covered from both angles. Through the "Citizen Sibley" cartoon (Suburban Press Service), Dick Ericson tilts with pen and brush against petty tyranny from within while his son, William F. Ericson II, is preparing to protect the country from alien tyranny. The latter entered West Point recently after two years as a paratrooper. Military service is not new to the family. Dick's dad put in 40 years and Dick spent three years with the Army in World War II. Bill was named for Dick's brother, a Marine fighter pilot killed in WW II and Bill also has uncles on his mother's side who fought in WW II and Korea.

Hank Keezing, editorial page director of the *New Britain* (Conn.) *Herald*, used a "Hi and Lois" comic strip by Dik Browne about an unwritten letter-to-the-editor to illustrate the importance of such letters and to urge readers to go on and write their views to the newspaper.

MEMORIAL TROPHY—The Jimmy Hatlo Memorial Trophy, donated by King Features Syndicate to honor the late cartoonist, will be awarded at a golf tournament in connection with the first annual western convention of the National Cartoonists Society at Santa Cruz, Calif., July 31-Aug. 2.

Henry Boltinoff, creator of Columbia Features' financial page cartoon panel, "Stoker the Broker," wrote an article for the August *Coronet* magazine entitled "Why Five Cartoonists Left Home." It's an account of the adventures and misadventures Mr. Boltinoff and four other cartoonists and a model experienced on a five-week tour of the Caribbean under sponsorship of the Defense Department and U.S.O.

Wayne Brinkerhoff and Chuck Bowen, Cleveland advertising executives, who are producing a comic strip, "Hagen, Fagin and O'Toole" for the *Cleveland* (Ohio) *Press* and *Columbus* (Ohio) *Dispatch*, report that a story in E&P (May 16, page 74) resulted in their selling Scandinavian distribution rights to a newspaper syndicate in Stockholm.

In the last two years, Richard Joseph, Chicago Tribune-New York News Syndicate travel columnist, has traveled 183,340 miles on 18 trips out of the U. S.—one trip abroad every five weeks. He visited 24 countries on five continents, making nine trips to Europe, three to Africa, three to Mexico, two each to South America, various Caribbean islands and Canada, and one trip around the world. In the 18 years that he's been travel editor for *Esquire*, he has averaged about 100,000 miles a year—a total of 1,800,000 — the equivalent of about four trips to the moon and back. He has visited 105 countries on all six continents and has been to Europe about 60 times.

Gaynor Maddox told the truth on CBS' "To Tell the Truth" and was "found out" by three of the four alert panel members. Mr. Maddox, foods and nutrition editor for Newspaper Enterprise Association, answered pointed questions from a panel of actresses and actors. Mr. Maddox is the author of many books, stories, articles and series on cooking, nutrition, diets and markets.

Irene Corbally Kuhn, who does her "It's My Opinion" column for King Features Syndicate, goes in for extremes of travel. Less than three months ago, the peripatetic paragrapher spent three days in a 43-foot dugout canoe pushing down the Marani River in the Surinam jungle from Stoelman Island to Albina with three bush Negro boatmen and a guide. Then she was within two degrees of the Equator. On July 14 she took off for a five-day trip to Iceland to travel up to within 90 miles of the Arctic Circle.

Feature Editor Philip Love, *Washington* (D. C.) *Star*—and a columnist for Bell-McClure Syndicate — reports that for the ninth consecutive year "Beetle Bailey" was voted most popular of the Star's 34 daily and Sunday comic strips and panels. For the second straight year, "Mr. Tweedy" and "Ponytail" finished second and third respectively.

Jim Berry, creator of the popular Newspaper Enterprise Association cartoon panel "Berry's World," proved once again that he speaks as well as he writes. He "wowed 'em" at a recent *Danville* (Ill.) *Commercial-News* dinner honoring outstanding writers of letters to the editors. Mr. Berry discussed the trend away from the direct, bludgeoning approach and toward the quick, satirical thrust. He credited newspaper readers with being more knowledgeable and sophisticated today. "The goal is to provide amusing and entertaining comment," Mr. Berry said, "without hitting anyone too hard. Humor is an elusive thing. It varies with the individual. Its effect is greatest when it concerns people in whom we have a special interest."

Otto O. Binder, "Our Space Age" columnist for Bell-McClure Syndicate, has written his 27th book, "Riddles of Astronomy" (Basic Books, 404 Park Ave. South, New York 16. 210 pages. Illustrated. July 24. $4.95).

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UNITED FEATURE SYNDICATE, INC.
220 East 42nd St., New York 17, N.Y.

SYNDICATES

Ken Crook Editorial Cartoons Are Ready

By Ray Erwin

With the beginning of the national political campaign, the unleashing of a new tiger in the heavyweight class of syndicated editorial cartoonists is announced.

The feature: Editorial cartoons.
The artist: Ken Crook.
The format: Five cartoons a week; three or four-columns.
The release: Immediate.
The distributor: Newsday Specials, Garden City, N. Y.

Ken Crook was only 29 years old when he became *Newsday's* editorial cartoonist in 1959, a post previously made distinguished by the late, great Edmund Duffy.

Famous Teachers

"They were terrible," said Ken Crook of his first year's output. "I had never drawn a cartoon in my life, so I imitated other cartoonists to learn how it's done. Miss Patterson (the late Alicia Patterson, who was editor) and Captain Guggenheim (Harry F. Guggenheim, the publisher, who was Miss Patterson's husband), stuck with me, teaching me the newspaper business along the way."

This unusual, on-the-job training on one of the big afternoon dailies has resulted, after five years, in powerful, distinctly personal editorial cartoons that somehow wind up being reprinted often in leading newspapers and magazines (including E&P).

Fine Artist

Actually, the "noble experiment" at Newsday was not as foolhardy as it might seem at first glance since Ken Crook was a fine artist and illustrator at the outset. Moreover, the cartoonist could not have been as bad as he claims. In two of the years (1962 and 1963) Newsday won an award and a citation from the New York State Publishers Association for "best editorial page"; and, this year, Mr. Crook was singled out for a citation by the Society of the Silurians, organization of veteran New York newspapermen.

His finest citation, however, came earlier this year in a secret reader survey: 34 percent always look at his editorial cartoon, 22 percent most of the time, and 33 percent some of the time, giving Ken Crook a viewing public of 89 percent of Newsday readers. The report called this reader interest in the cartoon "remarkable."

"It's like a fighter developing only a left jab or a right hook and neglecting the other punches that make a good fighter," said Ken. "Why limit the weapons at your command? If I want to use an elephant or a donkey, I use them.

Values Variety

"I believe that an editorial cartoon should have a varied feel to it from day to day rather than have a sameness of approach. If I do a serious, traditional drawing today, maybe tomorrow I'll do a lighter, conversational one that's close to a gag cartoon. Keeps the readers on their toes."

In political outlook, he is neither conservative nor liberal but is an independent, he says.

CARTOONIST AND PUBLISHER—Newsday Editorial Cartoonist Ken Crook discussing the day's cartoon with Newsday Publisher Harry F. Guggenheim. The cartoon, published July 10, shows GOP moderates sporting a black eye and large Goldwater button: "No thanks. I'd rather fight than switch."

"No thanks. I'd Rather Fight Than Switch."

"Me Tarzan, You Jane!"

Son of a Congregational minister, Ken Crook was born in the small upstate New York town of Stanfordville, spent a portion of his early life moving every few years from town to town, wherever his father's calling led the family. He served in the Army during the Korean War, won first prize in an All-Army contest for a drawing on the theme of segregation.

He came back to be graduated cum laude from New York's Phoenix School of Design in 1954. His paintings have been exhibited at a dozen museums and shows. He has painted many commissioned portraits and book covers and he teaches art once a week at an art gallery. Being a married man with three children, however, Ken was working in the Newsday Art Department when the opening for editorial cartoonist occurred.

"I love it," he said. "I think that cartoons crystalize people's thoughts on some issues and spur them to think about others. That's the important thing."

In a sense, craggy-faced Ken Crook is still the small-town boy who has made it into big-time journalism. He lives with his family on three and one-half acres in the village of Fort Salonga, N. Y.

* * *

In "Eating for Good Health," Dr. Frederick J. Stare of Harvard, widely known as "Dr. Nutrition," enlarges on his syndicated column, "Food and Your Health," distributed to more than 40 papers by Adcox Associates. The book is being published by Doubleday Aug. 14.

Puzzle Prize Suit Is Won By Paper

NEW ORLEANS

A reader, Thomas Benton, lost a suit he brought against the Times-Picayune Publishing Corporation to obtain a prize as the winner of a puzzle contest.

Judge Rene A. Viosca of the Civil District Court for Orleans Parish gave these reasons for his judgment for the defendant:

"Plaintiff produced testimony to the effect that he had the correct answers to the puzzle and that they were placed in the mails properly addressed and stamped. Defendant successfully rebutted any presumption of delivery by producing testimony of witnesses who handled the mail after it was received. It even permitted plaintiff and his attorney to examine all of the answers received by defendant.

"Under the terms and conditions of the puzzle it is clearly provided that defendant 'will not be responsible for receipt of entries lost enroute or for any reason whatsoever.' There is no showing here that there was any negligence on defendant's part in handling the mail, and since defendant's answer was not received defendant was not liable. Defendant gained nothing because it merely supplemented the $4,620 by subsequent additions and finally paid $5,000 to a later winner. There must be judgment for defendant."

Death Certificate Opened to Press

UTICA, N. Y.

State Supreme Court Justice Richard J. Cardamone has ruled that the *Utica Observer-Dispatch*, *Utica Daily Press* and the *Rome Sentinel* had a right to inspect a death certificate to which they were denied access last September.

Judge Cardamone directed Mrs. Emily Boustedt, the registrar of vital statistics in Rome, to "issue . . . the death certificate of George L. Heim" to the newspapers.

Heim was found dead in his room in a Rome hotel. He was 72, a retired employe of Griffiss Air Force Base, near Rome, with no local relatives.

Although Heim's death appeared to be from natural causes, the newspapers brought a test case after a coroner refused to give the cause.

Mrs. Boustedt said she would make the death certificate available only if directed to do so by the State Health Department. The Department suggested that if the newspapers wanted the death certificate, they should go to court.

In deciding the case, Judge Cardamone said: "clearly . . . it cannot be held that routine publication of the cause of death as a matter of public interest in a newspaper is, as a matter of law, an improper purpose."

•

Vacation's a Circus

SYRACUSE, N. Y.

Nancy Duffy, a reporter for the *Syracuse Herald-Journal*, "joined" the Mills Brothers Circus during her vacation. Miss Duffy, who described circus life as "a cotton candy world spun each day in a different way," rode an elephant twice a day as part of her circus stint.

Canadian Periodical Revenue Increases

MONTREAL

Revenue from advertising, subscriptions and sales of Canadian newspapers and periodicals rose 3.4 percent during 1962 to $412,341,662 from $398,736,-452 in 1961, according to data on the Printing and Publishing Industry just issued by the Dominion Bureau of Statistics. Revenue from advertising was up 3.4 percent in 1962 at $308,-912,140 against $298,677,860 in the preceding year, while revenue from subscriptions and sales also was up 3.4 percent at $103,429,522 against $100,-058,592.

Daily newspapers had total revenue of $248,789,068 in 1962, with $64,735,020 from circulation sales and $184,054,048 from advertising.

•

U.S. Editors Asked To Study British Vote

An effort to get "grass roots" U. S. editors and publishers to visit England during the October elections is being endorsed by the English Speaking Union.

"We know that the metropolitan newspapers will cover our elections, but we would like the editors of newspapers in the smaller towns to visit us and contrast for their readers our methods with yours," Peter Romilly, program coordinator of the ESU, said this week. A club tour is being arranged for Oct. 1-15.

•

Stationary Star

TRENTON, N. J.

William O'Donnell, reporter and feature writer for the *Trenton Times*, received a fan letter he liked so much that he posted it on the newsroom bulletin board. The writer complimented him on one of his feature stories. She ended the note by saying: "You should go far." Mr. O'Donnell has been with the Times for 35 years.

Teen Wedding Stories Win O'Brien Award

Muriel Fischer, staff writer for the *New York World Telegram & Sun*, has been named first prize winner of the Fifth Annual Catherine L. O'Brien Award for achievement in women's interest newspaper reporting. She was cited for her story, "The Sad Toll of Teen Wedding Bells."

Miss Fischer will receive a $500 cash award and will select a student in her community to receive a $1,000 Journalism Scholarship.

Second prize winner was Margaret Moore, *Indianapolis News*, for her entry, "157 Dropouts Return—Stay-In-School Efforts Pay Off." Third prize went to Ann Zurosky, *Pittsburgh Press*, for "Waiting . . . Waiting . . . Waiting . . . That's Agony of Mine Women." A $300 and $200 honorarium will be awarded respectively.

Seven Honorable Mention Certificates will be given to:

Kitty Jefferson Doepken, *Wheeling* (W. Va.) *News Register;*

Helen Hennessy, Newspaper Enterprise Association;

Patsy Sims Hountha, *New Orleans* (La.) *States-Item;*

Rosemary Lawson, *Dayton* (O.) *Journal Herald;*

Dr. Willis J. Potts, *Chicago's American;*

Barbara Tufty, *Science Service;* and

Ann Waldron, *St. Petersburg* (Fla.) *Times.*

The Catherine L. O'Brien Award is in honor of the Chairman of the Board of Stanley Home Products, Inc., Westfield, Mass., manufacturer of household products and grooming aids.

•

AP Appoints 4 Execs For Broadcast Dept.

Appointments of four executives in the Broadcasting Department of the Associated Press were announced this week by Wes Gallagher, general manager.

Fred L. Strozier was named broadcast membership executive. Roy Steinfort was named general broadcast executive. Burl Ely and Thomas P. Coleman were named broadcast executives.

They will operate from the general office in New York under the direction of Louis J. Kramp, assistant general manager in charge of broadcast relations and services.

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WOOD NEWSPAPER MACHINERY CORPORATION

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Bargaining

(*Continued from page* 13)

The negotiations started in 1959. Then President Eisenhower appointed a commission to make a study of the problems involved. Known as the Rifkin Commission, it made exhaustive studies of the work rules, particularly those in manning areas.

In Railroad Crisis

This effort ended in failure The National Mediation Board next stepped in and it, too, failed to reach a settlement. Ultimately, the late President Kennedy appointed an emergency board, of which Judge Samuel Rosenman of New York was chairman. This board made recommendations which the parties tried to carry out, but couldn't. President Kennedy turned finally to Public Law 81 which provided for a seven-man board to arbitrate the manning issues. Back at the bargaining table another crisis developed, leading almost to a national railroad strike.

In the end though the efforts of Mediators Theodore W. Kheel, who has been very much also in the New York newspaper picture, and George Taylor, the strike threat was averted.

Mr. Gaherin, who is 49, is a native New Yorker. He has spent about 25 years in industrial relations. His first job was as a trainee with the Pennsylvania Railroad. Then he became assistant examiner on labor and wages for that line. The job consisted of handling minor grievances, usually when they were in initial stages. Next he was assigned to work with the engineers and trainmen. To round out this railroad experience he continued his work with the non-operating groups, until he was appointed examiner of labor and wages in the Jersey City office, headquarters of the New York Division. There and in Philadelphia he handled grievances until he was transferred back to New York headquarters where he was placed in charge of handling all non-operating and marine employe problems.

In March 1949, Mr. Gaherin was moved to the Long Island Railroad as assistant to the manager of personnel. Two years later he was made assistant manager of personnel and in 1953 manager of personnel.

Leaving the Pennsylvania Railroad in September 1957, Mr. Gaherin became associated with the New Haven Railroad as director of labor relations both for the line and its subsidiary, the Connecticut Company. The New Haven elected Mr. Gaherin vicepresident of labor relations and personnel in February 1958.

Worked for Airlines

When the strike erupted in New York harbor in 1960, Mr. Gaherin was named the principal negotiator for the employers. The harbor was tied up for 39 days, and in the end a settlement was reached by the intervention of the then Secretary of Labor Arthur Goldberg, Governor Rockefeller, and Mayor Wagner.

Mr. Gaherin left the New Haven in 1961 to spend a year as director of labor relations of American Airlines. In 1962 he was elected president of the Eastern Railroads Conference and chairman of the Eastern Carriers Conference Committee. It was in this capacity that he spent so many gruelling months on the problem of union work rules.

"I was living in Glen Ellyn, Ill., at the time, but spent most of my working days in Washington," he recalled.

One of the developments of this work was a bi-partisan committee for firemen. Named in February 1963, the first meeting of this committee is scheduled for early this coming fall. Mr. Gaherin noted that its purposes are somewhat similar to those of the Joint Board now functioning between the publishers and unions in New York.

This past week Mr. and Mrs. Gaherin moved their family from Glen Ellyn to a home he has bought in Westport, Conn. John J. Jr., 25, works for United Airlines.

Pursuers

(*Continued from page* 12)

lumbus bureau, told the story when he arrived in Chicago, describing the eventful trip as "just like in the movies."

'That Drive to Chicago'

"That drive to Chicago," he said, "presented the biggest challenge of the whole story. We wanted an exclusive on where Sheppard was going and, if possible, on his wedding to Ariane Tebbenjohanns, and the only way to get it was to follow them when they left Columbus by car.

"I was at the suburban motel where the Sheppard party had been staying since his release when 'Dr. Sam' and Ariane checked out. Jim Dever, the UPI Newspictures Cleveland Bureau chief, was in a car with one of his staff members, Ronnie Kuntz. I jumped in with them for what we all thought would be a short ride to the airport. There were 15 or so carloads of newsmen and photographers.

"Within 15 minutes of driving through Columbus traffic it was obvious we were not going to the airport. Traffic lights and Friday afternoon traffic quickly took their toll of the chase cars and only four press cars were in the van by the time we reached Circleville, 27 miles south of Columbus.

"In Washington Court House, 27 miles west of Circleville, I was able to make two phone calls to the UPI Columbus bureau to let them know where we were. I made the second call while Holmes also made a call. It was at that point we all nearly came afoul of the law.

Down to 3 Cars

"By this time there were only three news cars, including the two UPI cars, and we were blocking one lane of traffic in the middle of town. The Sheppard car, driven by Mrs. Tebbenjohanns, was blocking a narrow, one-way alley next to the county courthouse. We all left town when a policeman in a cruiser gave us the eye and turned on his red flasher.

"From Washington Court House we took back routes to Franklin, Ohio, where the Sheppard party stopped for lunch. Mrs. Tebbenjohanns did her best to lose the remaining press cars before making the stop, but couldn't shake us. The lunch stop gave us all a break to make phone calls and for the photographers to take pictures. Then the chase resumed.

"We drove along lightly traveled roads, somehow keeping the big yellow Lincoln Continental in sight. Into Indiana, through more small towns and then to Indianapolis, where it was really hard keeping up in traffic.

"After Indianapolis we didn't have much trouble keeping up with the Sheppard car and even had time for phone calls during another gasoline stop. It appeared we were heading for Chicago and it was less likely the longer we drove that Sheppard and Mrs. Tebbenjohanns planned to be married that night.

'Worth the Effort'

"In Northern Indiana, our caravan was down to three cars — the Sheppard party and two UPI pursuers. When we pulled into Chicago UPI had its exclusive on where 'Dr. Sam' and his fiancee were.

"The chase was exhausting for us, but worth the effort. The only disappointment was that we were not witnesses to a wedding."

The blonde woman from Dusseldorf, Germany, carried on a romance by mail with Sheppard while he was in Ohio State Penitentiary for the murder of his wife.

Mr. Holmes, Chicago Tribune reporter, had written a book in which he insisted that Dr. Sheppard was innocent of his wife's bludgeon slaying and had become the osteopath's confidant.

Sam's Lawyer

(*Continued from page* 12)

in his practice, the judge set about getting the evidence in the case. He called numerous pretrial conferences with defense and prosecuting attorneys. The judge began deliberations after final briefs were filed May 31.

The Dayton Bar Association once wrote of him:

"He may be exhausting himself or ruining his health discharging his duties by trying to sit on all four southern Ohio federal benches."

This week Judge Weinman sailed for Europe, where he spends one month each summer studying at the Hague Academy of International Law.

"But wherever he goes," one court official remarked "for the rest of his life he'll be known as the man who set Sam Sheppard free."

Adversity as well as notoriety have hounded Sam's relatives since July 4, 1954.

The 40-year-old convicted wife-slayer's parents both died within a short time after their son was found guilty by a jury.

Mrs. Ethel Niles Sheppard took her life with a gun on Jan. 7, 1955. Eleven days later Sam's father, Dr. Richard A. Sheppard, died.

Thomas Reese, father of the slain Marilyn Reese Sheppard, was found dead of a bullet wound on Feb. 14, 1963. Police in East Cleveland said Reese shot himself.

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Judge Potoker

M. Michael Potoker, secretary-treasurer of the Newspaper Guild of New York since 1950, is now a judge of the Criminal Court by appointment of Mayor Wagner. He resigned from the Guild office to accept a 10-year term on the bench.

•

$100 Equals $226

The Collective Bargaining Department of the American Newspaper Guild figures that the $100 top reporter minimum in 1947 would have to be raised to $226.16 today to keep pace with the rise in the cost of living.

Montreal

(*Continued from page* 16)

and Journal de Montreal.

Claude Ryan, editorial director of Le Devoir, sees the La Presse dispute as a conflict between the management, which wants to regain control of the paper's editorial policy, and the editorial staffers—who feel they must defend certain freedoms that they consider essential.

The dispute started June 4 as a strike by members of the International Typographical Union who were concerned about the impact of automation in the plant. While this conflict was developing, the editorial union was drawn in and asked to sign a new agreement which would give the management the right to discharge any journalist whose activities prejudiced the expression of the paper's broad editorial views.

Mr. Ryan noted that a number of La Presse staffers have taken active roles in civic and political movements. Some openly profess their belief in a republican Quebec. Some even go so far as to attack in public Gerard Pelletier, their editor-in-chief.

Justice Roger Ouimet, mediator appointed by the Quebec Government, suspended conciliation efforts to give both sides a chance to cool off. He went on vacation after leaving word that he would return when needed.

While Le Presse and its 900 employes weather the storm, there is a feeling that Jean-Louis Levesque's $4,000,000 purchase has given *Le Petit Journal* and its sister publication, *Photo Journal*, a new lease on life.

The two weeklies, founded and operated by Roland and Roger Maillet 38 years ago, become part of a $200 million Levesque empire which includes a race track, insurance company department store and a wide variety of manufacturing enterprises.

The lively and progressive Le Petit Journal has a circulation of about 270,000, while Photo Journal has reached the 170,000-mark. They are printed in a modern building in the Town of Mount Royal on up-to-date four-color rotary presses.

Publishing the newspapers is a new departure for Mr. Levesque, 53, who moved up in the business world from a job as a $500-a-year bank clerk.

The big question is whether Mr. Levesque will commit a portion of his resources to the establishment of a new French-language daily.

Court Denies Guild Claim To Extra Pay

MADISON, Wis.

Circuit Judge Edwin M. Wilkie has sustained a state industrial commission's ruling that 56 former employes of the old Milwaukee Sentinel were not entitled to unemployment compensation for several weeks during which they received dismissal and vacation pay.

The commission maintained that the pay constituted wages from the Hearst Corp., former owner of the Sentinel. The employes contended dismissal and vacation pay constituted earned benefits.

Defendants in the appeal were the commission, the Hearst Corp. and the Journal Company, now publisher of the Sentinel and the *Milwaukee Journal*. The Journal Company purchased the Sentinel in July, 1962, during a strike by Sentinel editorial employes who were members of the Milwaukee Newspaper Guild.

The guild contended the former employes were entitled to compensation for all periods of unemployment beginning on the sale date. It said the Hearst Corp. failed to comply with the law by failing to state whether the amount allocated to each week represented vacation pay, pay in lieu or notice or dismissal pay.

Judge Wilkie said Hearst "substantially complied with the law and added:

"It is immaterial whether the notice was received along with the check or after the check. It is immaterial that the notice did not break down vacation pay, dismissal pay and pay in lieu of notice to quit. All of these forms of remuneration come within the definition of wages and it is immaterial that the plaintiffs were entitled to them as a matter of contractual right for work done prior to July 19, 1962."

•

Fales in UPI Sales

Appointment of Richard E. Fales as a sales executive at United Press International headquarters was announced July 23 by Mims Thomason, president and general manager. Mr. Fales has been Southern Division business manager for the past year. He worked for the *Rochester* (N.Y.) *Democrat & Chronicle* and the *Cleveland Press* before joining UPI in 1951 in Cleveland.

LBJ to Dedicate Newhouse Center At Syracuse U.

SYRACUSE, N.Y.

President Johnson, Gov. Nelson A. Rockefeller and several hundred other distinguished guests, including publishers and editors from all parts of the country, will take part in two days of festivities Aug. 4 and Aug. 5 marking the dedication of the Newhouse Communications Center at Syracuse University.

Mr. Johnson will preside Aug. 5 at the 11 a.m. dedication of the first unit of the three-unit center being built as a result of a $15 million gift to the university by publisher Samuel I. Newhouse. The building will house the School of Journalism. It cost more than $3 million.

Thousands of persons will watch the dedication ceremony from temporary stands and from the sloping lawn of the main university campus across the street from the Newhouse Center.

Degree for LBJ

Mr. Johnson will be awarded an honorary Doctor of Laws degree by Chancellor William P. Tolley. The President will be presented by Mr. Newhouse, who is a university trustee.

The night before the dedication, Chancellor Tolley will give a dinner in honor of Mr. Newhouse at which Gov. Rockefeller, also a university trustee, will speak.

Other Festivities Planned

Other festivities planned include a luncheon for distinguished guests following the dedication and a dinner the night of the dedication for Journalism School alumni.

Key figures in the planning of the dedication have been Kenneth G. Bartlett, the university's vicepresident for public affairs, and Alexander F. Jones, executive editor of the *Syracuse Herald - Journal - American*, a Newhouse newspaper.

The Newhouse Center was designed by I. M. Pei Associates of New York in cooperation with King & King, university architects.

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Beer Uses Color

SAN FRANCISCO

Labatt's, a Canadian beer, is being introduced into California with full page newspaper color, via J. Walter Thompson Co.

3 Trials Set For Reporter In Dayton

DAYTON

Municipal Judge Robert Harrington has ordered three separate trials for *Dayton Daily News* reporter Harry Kennedy Jr., charged with resisting arrest, disorderly conduct and obstructing a police officer.

The judge, who will preside, set Aug. 18 for the trial on the disorderly conduct charge. He overruled a defense motion that the trials be delayed until the Federal Appeals Court ruled on Mr. Kennedy's motion for an injunction to stop the trials.

The judge delayed the start of the first trial when a defense attorney was unable to be present because of illness in the family. The trial had been set for July 22.

Charges were filed against Mr. Kennedy in connection with his efforts to cover a fire in March. His attorneys filed an appeal from Federal Judge Carl A. Weinman's dismissal of a suit which alleged that the reporter's civil rights were violated.

The Dayton Newspaper Co. Inc., publisher of the Dayton Daily News, joined with the reporter in the appeal to gain reinstatement of the suit and to enjoin the city from bringing him to trial on the police charges.

Detroit Strike

(*Continued from page* 16)

day before the pressmen struck, the average paid each pressman was $47.02.

The letter also said that pressmen were paid at an average annual rate of $11,440 by the Free Press during the first six months of 1964. Of this, $141.70 a week was base pay for a 35-hour normal work schedule and the remainder was in premium and penalty pay.

On the day President Kennedy was shot, the letter said, pressmen were asked to report an hour early—5 p.m. instead of 6 p.m. on overtime, but they wouldn't come in until they had been guaranteed an extra full day's pay of $28 for the one hour.

"We insist," Hills and Olson stated, "That the fifth regular day within a normal 35-hour week shall continue to be a straight-time day. There can be no compromise on this point."

CLASSIFIED CLINIC

ACD System Installed With Volume Up 10%

MEMPHIS

Memphis Publishing Company, publisher of the *Commercial Appeal* and *Memphis Press-Scimitar*, has put into operation the Bell System Model 60 "Call Distributor."

W. F. Aycock Jr., business manager, said this is the first newspaper installation of this advanced electronic equipment in the Southern Bell Telephone 9-state operating area.

Cut-over to the new equipment meant a change in telephone number. When this special number is dialed the main private branch exchange switchboard is bypassed and the call goes into the circuit of the Automatic Call Distributor. The ACD automatically and evenly distributes calls to any of the 18 positions in use.

If all Want ADvisors are busy, the call is held within the ACD equipment until a line is available. In this situation a recorded voice says, "The Commercial Appeal, Press-Scimitar Want Ads. All lines are busy. Please hold on, someone will be with you momentarily. Thank you." Any message can be recorded on the recorder which is built into the equipment.

As soon as an ADvisor is not busy, the call which has been waiting the longest time will be answered first. Other waiting calls will be answered in proper order as soon as a position is available.

Other features of the ACD equipment include automatically counting calls, giving a tally of calls lost, and enabling ADvisors to easily set up a conference with the credit department, her supervisor, or any other individual anywhere in the plant to help with any special situation when needed.

The phone room supervisor can monitor any call without disturbing the call in any manner. Additionally this equipment indicates which positions are busy and which are ready for calls. It indicates whether calls are waiting and the number of times all 18 positions were busy at one time. The supervisor's console also shows whether calls are incoming or outgoing.

In making the announcement, Mr. Aycock said, "In 1963 the Commercial Appeal and Memphis Press-Scimitar published 608,370 want ads. This was an all-time high in the number of want ads. The greatest portion of these were handled by telephone. The first quarter of 1964 volume is up approximately 10% and consequently so is our phone volume. We have installed this modern equipment to be of better service and at the same time allow for future expansion."

John Park JR.
AND COMPANY
NEWSPAPER SALES, PURCHASES, LEASES
FINANCIAL CONSULTANT
YOUR CONFIDENCE RESPECTED
TEmple 3-3018
RALEIGH, N. C.
1807 McDONALD LANE
NATION-WIDE PERSONAL SERVICE

Trentonian Buys Press For Color and Preprint

TRENTON, N. J.

The *Trentonian* has placed an order with R. Hoe & Co., Inc. for a Colormatic newspaper press, it was announced by Raymond R. Dittrich, sales manager. The order consists of three press units; one double former combination 3:2 - 2:1 folder; and three automatic reel, tension, and paster mechanisms.

The expansion and modernization program now under way at the Trentonian includes a new building to house its editorial and mechanical departments. The new press will provide ROP color facilities for the first time for this morning tabloid, as well as enable it to run preprint rolls.

Advisor to Horvitz

MANSFIELD, Ohio

Everest P. Derthick, former newsroom executive on the (Cleveland) *Plain Dealer*, has become editorial consultant for the Harry R. Horvitz Newspapers at Willoughby, Lorain, Dover and Mansfield. For two years after his retirement from the Plain Dealer he taught at Ohio State University.

In Charge of TTS

Reynold A. DiCuia has been appointed an assistant superintendent of telegraph for United Press International. He will be in charge of Teletypesetter operations at New York headquarters. He has been assistant chief operator in New York for the past year.

A Dime in Morning

CHICAGO

The *Chicago Sun-Times* raised its newsstand price from 7c to 10c on July 21. The *Chicago Tribune* made a similar price increase a week earlier. The evening *News* and *American* are unchanged at 7c.

Helicopter Service

BOSTON

The *Boston Traveler* has begun helicopter delivery of late evening editions to key communities north, west and south of Boston. A heliport has been built on the roof of the Herald-Traveler building.

16 Stores Promote Reader's Digest Ads

Sixteen department stores and their branches, a total of 93 outlets, have promised to place full-page newspaper ads to promote "Showcase of Christmas Gifts," an insert planned for the December issue of *Reader's Digest*. Kent Haydock of the magazine's promotion department, 200 Park Ave., New York, is in charge of the project.

The idea grew out of a successful tie-in promotion program in 1963 with the Hecht Company, Washington, D. C.

Participating stores are, Gimbels, New York; May Co., Los Angeles; Carson Pirie Scott, Chicago; John Wanamaker, Philadelphia and Wilmington; Jordan Marsh, Boston; The Emporium, San Francisco; Capwell's, Oakland; The Hecht Co., Washington; The Hecht Co., Baltimore; Famous-Barr, St. Louis; Gimbels-Schusters, Milwaukee; Sanger-Harris, Dallas; Rich's, Atlanta; Jordan Marsh, Florida; and Meier & Frank Co., Portland, Ore.

$34,000 Gifts Support Hartford Courant Camp

HARTFORD, Conn.

A sometimes harrowing, but rewarding year is mirrored in the annual report on the operation of the *Hartford Courant's* summer camp, which has opened for its 46th season.

The camp is believed to be the first summer camp in the country to be built and operated entirely by a newspaper.

Last year, 21,000 children were picked up by special buses and carried to the camp, now located 10 miles outside the city. These children required 330 bus trips, 60 dozen bathing suits, 20,880 half-pints of milk, with sandwiches requiring 524,675 slices of bread (someone must have dropped a slice).

The cost of operations, in the yearly report released by Publisher John R. Reitemeyer, was $34,315. Operation costs were paid for by private donations. Cost of the $350,000 recreation area, however, was taken on entirely by the Hartford Courant Foundation.

The camp got its inspiration in 1896, from a steamboat ride. The Courant ran a page one story asking for funds to finance an excursion for the city's children down the Connecticut River on the steamboat, "Nellie." The next year 2,100 youngsters took the ride. This became a yearly custom. When the steamboat ceased operation, trolley cars were chartered and children transported to a nearby public picnic area.

In 1911 the area was shut down and the Courant decided to build its own summer day camp, setting up headquarters in a newly white-washed henhouse. The camp continued in the same location for more than 50 years, expanding to eight buildings on the 22-acre tract.

The new camp covers 45 acres. It has a 100-foot-long swimming pool, a 20-foot wading area, a craft instruction building, a full-sized baseball field and outdoor basketball court. The camp has a staff of 15 teachers, one of whom is also a football coach. It has a nurse and is visited daily by a doctor.

Although the Courant has supervised the camp for more than 65 years, the daily operation is financed mainly through the gifts of the people of Hartford, who have adopted it as a community project. "That," says Personnel Director Thomas Barrett, "is the biggest factor to weigh if you're considering sponsoring one in your neighborhood."

Sports Editor Dies

STAMFORD, Conn.

Maurice Magliola, 51, sports editor of the *Stamford Advocate*, died July 18 of a heart attack. He received a bronze star while on duty in Europe in World War II. He worked as a letter-carrier for 12 years before turning to sports writing.

* * *

ARTHUR C. BARTLETT, 63, former reporter for the *Portland* (Me.) *Press Herald* and more recently, an executive of the U. S. Information Agency; July 13.

* * *

CALEB A. LEWIS, 84, retired editor of the *Waterville* (Me.) *Morning Sentinel;* July 14.

* * *

WILLIAM J. KENNEY, 69, reporter for the *Camden* (N. J.) *Courier-Post;* July 13.

* * *

PERCY VOGEL, 73, chief librarian for the *Glendale* (Calif.) *News-Press* and Copley Los Angeles Newspapers; July 13.

* * *

MRS. JULIAN HALL, women's page editor of the *Dothan* (Ala.) *Eagle;* July 7.

* * *

RODOLFO P. PIRIA, 82, the first correspondent in Uruguay for the AP; July 12.

* * *

ALVIN M. FORKNER, 60, *Cincinnati Enquirer* political editor who retired in 1962; July 2.

* * *

HERBERT A. PAUL, 71, former city editor and business editor of the *Minneapolis* (Minn.) *Star* who retired in 1957; July 14.

* * *

DR. ALAN F. GRIFFIN, 56, former reporter on the *Mansfield* (O.) *News-Journal;* professor of education at Ohio State University; July 6.

* * *

ETHEL STONE STAUFFER, wife of Oscar S. Stauffer, president of Stauffer Publications and publisher of the *Topeka* (Kans.) *Capital-Journal;* July 11.

* * *

MILTON F. THOMPSON, 54, *Baltimore* (Md.) *News-American* reporter and television columnist; July 10.

* * *

CHARLES DRISCOLL, 40, *Sacramento* (Calif.) *Bee* reporter for 14 years; July 9.

* * *

JACK T. MULCAHY, 60, former *San Francisco Examiner* advertising salesman; movie publicist, director and producer; July 9.

* * *

ALFRED G. LARKE, 58, reporter for the old *Buffalo* (N. Y.) *Times* from 1933 to 1939, and former editor of the *Buffalo Union Leader;* July 3.

classified section

Benefit from our Vast Newspaper Audience

ANNOUNCEMENTS

Newspaper Appraisers

APPRAISALS FOR ESTATE, TAX, Partnership, loan and insurance purposes. Sensible fees. Brochure. Marion R. Krehbiel, Box 83, Norton, Kansas.

Newspaper Brokers

FINANCIALLY ABLE CLIENTS want papers. Let us explain our confidential plan. It will appeal to those who want to sell without it being generally known. Dixie Newspapers, P.O. Box 490, Gadsden, Ala.

MR. PUBLISHER, if you want to sell or explore the market and wish the utmost in discretion, write Newspaper Service Company, Inc., P.O. Dr. 12428, Panama City, Fla.

VERNON V. PAINE,
Quality Newspapers
899 W. Bonita, Claremont, Calif.

SALES-FINANCING-APPRAISALS
P. T. Hines, Publishers Service
Box 3132, Greensboro, N.C. 27402

DIAL, Kalamazoo, Mich. 349-7422 "America's No. 1 Newspaper Broker" Buying? Selling? Turn right to DIAL!

DEAN SELLERS sells Arizona and Western Newspapers, 625 E. Main, Mesa, Arizona. Phone 964-2431.

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.
LEN FEIGHNER AGENCY
P.O. Box 189, Mt. Pleasant, Michigan

CONFIDENTIAL INFORMATION
Daily Newspaper Properties
W. H. Glover Co., Ventura, Calif.

Newspapers For Sale

DAILIES and WEEKLIES
Midwest and Southeast
now available. Require as little as $15,000 down payment. Call or write: Bill Matthew, Broker, Panama City, Fla. Phone 234-3743, day or night.

COUNTY SEAT WEEKLY. Unopposed in rich Midwest farm area. Netting $17-18M now with no selling or promotion. $20,000 down payment. Please give background with inquiry. Larry Towe Agency, Box 8, Ithaca, Mich.

FLORIDA COUNTY SEAT WEEKLY and modern job plant available to quick buyer at distressed price. Very profitable until former owner-manager's death in 1956. Since, victim of mismanagement: no profits, shopper competition. Write Box 118, Editor & Publisher.

DAILY NEWSPAPERS. Several availabilities. If you are not now receiving our daily newspaper offerings, please write us fully today.
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6381 Hollywood Blvd.
Los Angeles 28, California

HIGH PROFIT CALIF. EXCLUSIVE $10,000 down! Includes receivables and building. J. A. Snyder, Broker, 2234 E. Romneya Dr., Anaheim, Calif.
Area Code 714 533-1361

For Lease

"THE TOWN SLOUCH"—column head registered at U.S. Patent Office. Glenn, 921 Orchard, Garland, Tex.

NEWSPAPER SERVICES

Fillers

HANDY FILLERS, printed 11 pica unit copy—save editorial and composing costs. P.O. Box 5451, San Francisco.

NEWSPAPER SERVICES

Features

AVAILABLE WITHOUT COST OR PLUGS. Weekly column of philosophy, humor, funny poems, travel data, etc. Now appearing in 20 newspapers. Written by a pro and designed to enliven your publication. No strings. Sent free. Write Gordon M. Quarnstrom, 7447 Skokie Blvd., Skokie, Ill.

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Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON INC.
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THE EDWARDS TRANSFER Co., Inc.,
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ERECTING, DISMANTLING
TRUCKING, REPAIRING
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Serving the South and S.W. since 1900

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To Run: ..... Times ..... Till Forbidden

Mail to:

EDITOR & PUBLISHER • 850 Third Avenue • New York, New York 10022

Equipment Mart

BUY OR SELL NEW OR USED NEWSPAPER EQUIPMENT IN THIS BIG MARKET-PLACE

Circulation Equipment For Sale

1 Model #6740 Speedaumat Automatic Graphotype
2 Model #7740 Tape Perforators
100 77-drawer Speedaumat Cabinets
ASSOCIATED GRAPHIC ARTS
1214 N. Wilmington, Compton, Calif.

Composing Room

LINO-INT. MAGAZINE RACKS, 31 stock sizes — motor drives — pot well scraper $4.50; mat file tool $4.50. Wm. Reid, 2271 Clybourn, Chicago-14, Ill.

COMET BLUE STREAK, ser. #1357, 2 magazines; model 31, with quadder, blower, ser. #61438, 4 magazines; model 8, ser. #50858, 3 magazines; model 31, ser. #56552, 2 magazines; Elrod, No. 1, DS-0473. Morrison slug stripper—Hammond Mercury saw—Rouse vertical rotary miterer—24 steel turtles—25 chases (15 X 22)—3 steel tops—storage stones—2 steel nd tables with slug racks—6 type cases. All available, spring 1965. Can be purchased individually. Contact: R. Groves, Production Manager, Gleaner-Journal, Henderson, Ky. Area Code 502, 827-5666.

MODEL "B" INTERTYPE, #3588 (3 molds) and #3592 (4 molds); 4 pocket mold disc. Margach metal feeder; good working condition. Price for both $2500.00. Contact: Robert Moyer, Trenton Times Newspapers, 500 Perry St., Trenton, N.J.

3,724 7A130 PERFECT MATS. First $150 takes on 10-day return basis. Journal, York, Alabama.

THE NATION'S NEWSPAPER FORMS roll on L. & B. Heavy Duty Newspaper Turtles—$84.50 to $97.50, fob Elkin. Write for literature. L. & B. SALES COMPANY, 111-113 W. Market St., Elkin, North Carolina. Phone 835-1513.

MONOTYPE MATERIAL MAKER for base, rules and fancy border. Seven molds. Good condition, $450. Gone offset. EVENING OBSERVER, Dunkirk, New York.

VARITYPER DSJ, FORMS ATT., 15 fts, $825; Verifax, $120. Hansen, 1504 W. Larpenteur, St. Paul-13, Minnesota.

Engraving Plant For Sale

EQUIPMENT FOR
COMPLETE ENGRAVING PLANT
Ideal for small daily or weekly. Tasope camera 16X20, fast etcher and all other necessary equipment. $5,000. Full inventory upon request. All in excellent condition. Terms available. Leo J. Carle, Chronicle - Telegram, Elyria, Ohio.

Perforator Tape

PERFORATOR TAPE-TTS & FRIDEN 8" or 14" dia. rolls. Quality & Economy
FURMAN O. RUFF SALES
P.O. Box 12256, St. Petersburg, Fla.

LOWEST PRICE and best quality perforator tapes in USA. $.31 per roll for 8" and $.95 for 14"—all widths ⅞ fob Cincinnati, Ohio. Cartons only. Order now from:
PORTAGE NEWSPAPER SUPPLY
44 E. Exchange St., Akron, Ohio

Photoengraving Equipment

NEW DUAL COLOR engraving plates for Fairchild machines for greater contrast @57c and popular clear CAL-PLATES for maximum savings @47c, all prices including styli service. Being sold all over the U.S. Write for free samples and complete price list. Calumet Crafts, Inc.—P.O. Box 26—Naperville, Ill.

Presses & Machinery

8-PAGE GOSS FLATBED PRESS. Good condition, under service contract. $5,000. Write: Courier-Crescent, Orrville, Ohio.

Presses & Machinery

QUITTING BUSINESS
EQUIPMENT FOR SALE

40-80 pp. Hoe Double-Width, 5 Unit, 22¾" Cutoff.
Spot or ROP Color, 2-100 HP Drives with Controls.
Two Folders, one folds ¼ pp.

16-32 pp. Hoe Simplex, 22¾" Cutoff, nearly new 40 HP Drive and Controls, Spot or ROP Color, ½ and ¼ Folder.

Pony Autoplate and other stereo equipment.

4 Unit Vanguard Offset Perfecting Press equipped for color register for Spot or ROP. Folds ½ or ¼ pp.

Complete camera, dark room and plate making equipment. Other miscellaneous equipment.

PRINTING CENTER, INC.
12140 S. Peoria Street
Chicago, Illinois 60643
Phone: CO 4-5328

8-UNIT GOSS 23-9/16"
With 2 extra color cylinders, two reversible units for full colors. Two double folders, C-H conveyors, reels, AC drives.

Can be divided into 2 Octuples
Available immediately!

BEN SHULMAN ASSOCIATES
60 E. 42nd St. N. Y. 17, OX 7-4590

COLE FOLDERS
TRIMMERS-GLUERS
⅛ - ¾ - Double Parallel or any combination for Rotary Presses. High Speed. Okla. City Mach. Wks., Inc., 1637 W. Main, Oklahoma City, Oklahoma.
AC 405 Ce 6-8841

14 SCOTT PRESS UNITS
With 8 color half decks, press is straightline units, 23 1/16" cut-off, A C drives, used as two 7 unit presses with 4 color decks each. Now available. 45,000 per hour.
GEORGE C. OXFORD
P. O. Box 903 Boise, Idaho

HOE 96-PAGE FOLDER

Equipped with double delivery and balloon formers. Now in use, but available immediately. Purchasing Dept., Times, Los Angeles, Calif.

8-PAGE DUPLEX — No stereotyping with this 22-2/3 cut-off press. Complete, ready-to-run, first-class condition with 20 chases, roll fed. Location: Chicago. Available now! Just $6,000 puts you in business. Contact: Humphries, 18220 Torrence Ave., Lansing, Illinois 60438. Phone 312-474-4054.

GOSS 24-PAGE STRAIGHTLINE, single width, 22½" cut-off, complete stereo equipment including Pony Autoplate, Kemp 2-ton pot and Goss 45 C mat roller. Must sell quick. Chicago area. Meier Pub. Co., 5000 Harvard Terrace, Skokie, Ill. 312-673-9141.

DISMANTLING DECK-TYPE GOSS 48-page Press. Double width, 23 5/16 cut-off, color deck, helical gears, A.C. Motor drive. All parts for sale.
Midwest Matrix & Machinery Mart, Inc.
712 Federal St. Chicago 5, Ill.

GOSS COX-O-TYPE #494
Just outgrew it here in booming Arizona! Nine years old, always under Goss service, had good care. Plenty extras. $10,000. Available August. Daily News, Tempe, Arizona. 602-967-3321.

HARRIS S7L 36" x 48" high pile offset press. No. 1 Miehle, two folders. Excellent condition. Going web offset. The Independent-Register, Brodhead, Wisconsin.

VANGUARD WEB OFFSET PRESS: 4-unit, like new condition; lightly used one year. Photonews, 329 B'dway, Bethpage, L.I.N.Y.—516 OVerbrook 1-0440.

Presses & Machinery

DUPLEX
TUBULAR PRESS
24-Page Capacity

Standard model 2/1 press with regular half page folder delivery GE 40 H.P. AC motor drive. Electric metal furnace & pump. Casting box vacuum back, heavy duty finishing machine & tubular router.

JOHN GRIFFITHS CO., INC.
420 Lexington Ave., N.Y., N.Y. 10017
Area Code 212 MU 5-4774

ONE WOOD ROLLER BEARING
PRESS UNIT AVAILABLE
16-page, high speed, 23¾" cutoff
This unit removed and dismantled and loaded aboard truck, f.o.b. Kansas City, Missouri. To either install with a Wood line or to be used for parts. Best offer by September 1 buys unit.
INLAND NEWSPAPER
MACHINERY CORP.
1720 Cherry St. Kansas City 8, Mo.
A. C. 816, HA 1-5364

DUPLEX STANDARD TUBULAR

24-page, 2 to 1 model, 50 H.P. AC drive, stereo, sta-hi, mat roller.

LOYAL S. DIXON CO.
"Newspaper Equipment Dealers"
11426 Penrose St., Sun Valley, Calif.

32-PAGE HOE: Double width, 22¾" cut-off, complete with Cline controls, ink tank, 16 chases, metal pot, casting box, plate finishing machine, etc. Location: Chicago. Available now! $12,000 buys complete setup. Contact: Humphries, 18220 Torrence Ave., Lansing, Illinois 60438. Phone 312-474-4054.

8-PAGE DUPLEX FLATBED PRESS, model AB-491. Kept in top condition, under service contract. Completely overhauled by Goss Company 1959. Roll fed —3,800 per hour. Complete with chases, spare rollers and other parts. Can be moved without dismantling. Port Angeles (Washington) Evening News.

EXCELLENT MODEL E DUPLEX available at bargain price. Gone offset. Nebraska City (Nebr.) News-Press.

Presses & Machinery

5-UNIT GOSS PRESS
Arch Type—22-¾"
One Extra Color Cylinder plus two Reverses, for Full and Spot Color. Reels and Tensions. Double Folder with Conveyors. Balloon Formers.

Excellent condition. Available August. Located California.

BEN SHULMAN ASSOCIATES
60 E. 42nd St. N. Y. 17, OX 7-4590

TUBULAR PRESS FOR SALE
24-Page capacity, long frame, standard 2 to 1; complete stereo equipment; new motor and drive; excellent condition; can be seen in operation. Catholic Transcript. 785 Asylum Ave., Hartford, Conn.

Stereotype Equipment For Sale

10-TON ELECTRIC FURNACE: pneumatic pump; Wood Jr. Autoplate, 21½ inch; Wood Standard Autoshaver. Ben Shulman Associates, 60 E. 42nd St., New York, N.Y. 10017.

Wanted to Buy

HOE STRAIGHT PATTERN PRESS unit wanted 89" between side frames, 120° plate stagger, clip lockup. Ink rail, ink pump etc., superimposed unit or color cylinder preferred. The Berkshire Eagle, Pittsfield, Mass.

NEWSPAPER PRESSES
COMPLETE PLANTS
MAT ROLLERS
STEREO EQUIPMENT

BEN SHULMAN ASSOCIATES
60 East 42nd St., N.Y. 17 OXford 7-4590

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church Street, New York 7, N. Y.

GOOD USED FONTS 8, 8½ and 9-pt. mats for news text. No hairlines. Wm. A. Smith, Loudonville, Ohio.

THREE LINOTYPE COMETS, with or without TTS. Delivery Oct.-Dec. Box 83, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Help Wanted

READ THESE COLUMNS FOR THE BEST JOB OPENINGS IN THE NEWSPAPER INDUSTRY

Administrative

BUSINESS MANAGER for Pacific Northwest Daily. Prefer LPA of CPA familiar with all newspaper departments. Outstanding opportunity for young man. Send resume of education, experience and references to Box 110, Editor & Publisher Include salary requirements and personal data

GENERAL MANAGER urgently needed for county-seat weekly and modern job plant. Salary + percentage of profit, with option to buy. Write Box 116, Editor & Publisher.

GENERAL MANAGER
For well-established, profitable daily in community of 30,000. Replies treated in confidence. Protection assured against disclosure of application or contents thereof. Application by letter only to:
ERNST & ERNST
Certified Public Accountants
Grant Bldg., Pittsburgh, Pa. 15219

LABOR RELATIONS

National Newspaper Association, Chicago Office. Prefer man with newspaper experience in labor and personnel work, with skill in writing reports as well as correspondence. Excellent career opportunity.

Contact: Miles P. Patrone, Chairman, Labor Relations Committee, American Newspaper Publishers Assn., 435 N. Michigan, Chicago, Ill. 60611. Please detail education, experience, salary requirement. All replies confidential.

Circulation

CIRCULATION CONSULTANT set up department for small evening daily—train personnel—then supervise from home base. State qualifications, terms in confidence. Box 24, Editor & Publisher.

CIRCULATION MANAGER wanted for small S.C. 5-day daily. Must be sober and willing to work. Good future. Box 54, Editor & Publisher.

DISTRICT MANAGER for Southeastern Penna. afternoon daily. Must be aggressive. Excellent opportunity. Give complete resume — family, salary requirements, references, terms in confidence. Write Box 119, Editor & Publisher.

CIRCULATION
We have an opening for a circulation promotion manager. This is an excellent opportunity for a young creative individual who desires to progress with a rapidly-growing suburban weekly. We also have an opening for an experienced display advertising salesman. Send a complete resume to The Birmingham Eccentric, 1225 Bowers St., Birmingham, Michigan, Attention: Administrative Director.

Classified Advertising

CLASSIFIED MANAGER able to develop ad count, train personnel. Conservative style—no cuts or borders. Cultural, recreation center. 16M circulation. Non-competitive. The Chico Enterprise-Record, Box 9, Chico, Calif.

CLASSIFIED MANAGER for large metropolitan newspaper, E&P Zone 2. Must be strong on sales and sales training for both outside and phone room staffs. Position pays over $10,000. Give complete details first letter. Replies confidential. Box 120, Editor & Publisher.

Display Advertising

AD MANAGER for Daily Chronicle-Herald. Call or write: Frank Mills, Mills Publications, Hoopeston, Ill.

Display Advertising

DISPLAY ADVTG. SALESMAN to contact major accounts for 34,000 No. California Daily. Sales ability more important than copy and layout. Must be experienced, at least (5) years. Box 10, Editor & Publisher.

WANTED—experienced, aggressive advertising manager for progressive 36 page offset weekly, Zone 5. Good starting salary plus incentive. Parent corporation now expanding into television and other media. Please send recent photograph and resume to Box 1780, Editor & Publisher.

ADVERTISING MANAGER — Career opportunity for man under 35; must have ability in sales, layout, ideas and promotions. Daily of 5-M in N.W. part of area 5, Good salary with advances based on performance. Write fully. Box 72, Editor & Publisher.

ADVERTISING SALESMAN for outstanding afternoon daily, population 15,000, adjoining city of 12,000; circulation 14,000, permanent situation for qualified person. Daily Gazette, Sterling, Ill.

CREATIVE DISPLAY SALESMAN
We are looking for a creative, ambitious, hard-working salesman. Perhaps he has a few years' experience on a smaller paper an is now ready for bigger things; perhaps he is on a larger paper in a stagnant community and wants to be a part of the nation's most exciting city. If you can fit into a harmonious group of professional salesmen, send me your resume. Include present salary—why you would like to work for us—and what you can do for us. The salary is open, depending on experience and ability. Write in confidence to Harry E. Hayes, Retail Advertising Manager, The Houston Post, Houston, Texas.

UNUSUAL OPPORTUNITY for a top-notch, hard-hitting retail salesman in a highly competitive area (not NYC). Knowledge of layouts. Well-established newspaper. Excellent salary, bonus, car allowance, hospitalization, etc. Box 115, Editor & Publisher.

ARE YOU an advertising salesman with initiative and an interest in your future? If so, a challenging and rewarding opportunity on 1 16,000 daily in Chart Area 5 awaits you. Pleasant community, ideal for families. Write full particulars first letter. Box 145, Editor & Publisher.

FULLY EXPERIENCED advertising salesman — 48,000 daily — Chart Area 2. Salesmanship and good layout ability imperative. Up to $147 weekly salary plus hospitalization, pension, etc. Full details, layout samples, first letter. Box 131, Editor & Publisher.

WANT TO GROW?
Opportunity for aggressive young retail ad manager to grow with top 14,000 midwest daily (Eastern Zone 7). Self-starter with promotional, staff training ability. College town; fine recreational facilities. Modern new plant; best equipment. Send complete resume, working layouts, picture to Box 162, Editor & Publisher.

COPYWRITER
GOOD CREATIVE TALENT

Opportunity for experienced creative man in combined Advertising & Public Relations Department. Should have college degree (liberal arts preferred) and minimum of 2 years writing experience. Ability to create and administer advertising and/or public relations programs essential. Only applicants East of Mississippi need apply. Please write giving qualifications and salary requirement to PERSONNEL MANAGER:

NEW HOLLAND MACHINE CO.
Div. of Sperry Rand Corp.
New Holland, Pa.
An Equal Opportunity Employer

Display Advertising

RETAIL AD MANAGER with proven classified and display record. References. Delta Democrat-Times, Greenville, Miss.

Editorial

EDITOR, SO. CALIF.
Daily Signal, 25,000 evening suburban. Substantial experience editorial management position on daily required, strong city editor background may be of particular advantage. Please write fully to Box W35 Huntington Park, Calif. Confidential nature of applicants' letters will be respected.

SMALL SOUTH-CENTRAL Kansas daily seeks young sports editor to aggressively cover 10-county area. Sports, must use camera, darkroom experience preferred. Will also cover police and other hard news. Will consider second man seeking promotion. Paid vacation, group insurance, other benefits. Urgent. Contact LeMoyne R. Frederick, Editor, The Pratt Tribune, Pratt, Kans.

CITY EDITOR, to run six-man city desk for Great Lakes PM. Must be capable of direction, re-write, photography, with some layout experience. Room for further promotion. Give full personal data, plus clips, and salary expected. Write Box 48, Editor & Publisher.

EARTHQUAKE'S GONE but we're not! Right now our concern is for a good sports and/or general assignment reporter who can run a 1-man sports desk and put out a lively page or two a day. Write air-mail: Daily News, P. O. Box 1660, Anchorage, Alaska.

EDITORIAL PAGE EDITOR sought by expanding 48,000 suburban daily (Independent) with high standards. Reporting experience in city, county, state government desirable. Above-average compensation. Zone 2. Box 50, Editor & Publisher.

GENERAL REPORTER to handle city, some county, and photography. Good opportunity for young man on 8,000 circulation Ohio daily. Write Box 45, Editor & Publisher.

MANAGING EDITOR—Challenging opportunity on twice weekly in college-industry town. Zone 3. Box 60, Editor & Publisher.

REPORTER: Capitol Hill reporter wanted for conservative publication. State experience, education, party registration, salary expected. Write Box 64, Benjamin Franklin Station, Washington, D. C.

AFTERNOON DAILY needs experienced sports writer. News-Journal, Mansfield, Ohio.

CHALLENGING SPOT

for top-flight reporter who wants to do a thorough job covering municipal beat, including city council, school board, police, court and features for national award-winning, rapidly-growing, 42,000 plus daily on the fringe of the N.Y.C. metropolitan area. Public service-minded newspaper. Need a real digger with writing flair to report fairly and accurately. No political or advertising pressures allowed to interfere with good reporting. Reliability, responsibility, initiative are essential. Night side—car a must. Top pay—top benefits. Opportunity for advancement. Right spot for man (or woman) to display complete journalistic talents. Box 100, Editor & Publisher.

CITY EDITOR for second spot on 9-man staff of growing Michigan 8,500 daily. Box 108, Editor & Publisher.

EDITOR for one of Ohio's best county seat weeklies. Must be experienced. No other duties than news department. 4,500 ABC circulation. Equipped with Fairchild. Apply to: Ray Barnes or R. R. Peters, Morgan County Herald, McConnelsville, Ohio.

Editorial

EASTERN METROPOLITAN PAPER has opening for experienced financial and business reporter. College degree a must; ability to direct work of others not essential but would be helpful. Box 92, Editor & Publisher.

EXPANDING FLORIDA COAST paper —40,000 circulation—needs a general reporter. Must be experienced, 30 to 40 years old. Ideal working conditions. Give all details. Box 98, Editor & Publisher.

FAST, ACCURATE COPY EDITOR for night desk of 50,000 New Jersey daily. Must know telegraph wire and be able to edit all copy; adept at layout. Box 117, Editor & Publisher.

GENERAL REPORTER with some experience and interest in photography needed by small New England daily. Single man preferred. Send resume to Box 90, Editor & Publisher.

GROW WITH A 47-YEAR PM DAILY of 9,100 going offset in entirely new plant. Young college (or experienced) newsman for all-around reporting. Camera ability a desirable plus. Wanted by mid-August. Write all to: Edgar Arnold, Jr., Editor, Madisonville (Ky.) Messenger. Prefer man from Areas 3, 4 or 6.

IF YOU LIKE SPORTS—can write and edit good page — contact: Inquirer, Galion, Ohio.

MANAGING EDITOR wanted. All-around man who can direct news and photo staff of 15,000 Virginia daily. Fill in on desk if necessary. Must be experienced, preferably 35 to 45 years of age. Send resume to Box 104, Editor & Publisher.

NEWS EDITOR with BJ Degree or equivalent copyreading or reporting experience. Give all details in writing — background, requirements and references. Inquirer, Galion, Ohio.

NEWS EDITOR
For Alaska Daily
Box 88 Editor & Publisher.

SMALL DAILY needs male (or female) cub who knows grammar, spelling, punctuation, to train for good job. Area 1. Box 114, Editor & Publisher.

SPORTS DESK—New Jersey morning daily—strong on sports—seeks experienced deskman to round out 6-man staff. Box 101, Editor & Publisher.

WOMEN'S EDITOR and assistant, to produce the kind of bright, human interest women's pages women (and a lot of men) would like to read. Should be fast movers, accurate with names, quick to handle routine so they can concentrate on news and features about the wide range of women's interests. Candidates for editor should be familiar with layout and camera. Great Lakes region daily. Box 84, Editor & Publisher.

BIG-TEN UNIVERSITY wants top-notch newspaperman to supervise staff of student-operated, prize-winning campus daily. Will join faculty composed of former professional newspapermen and teach some journalism courses. Opportunity to earn advanced degree. This isn't a soft job, so no slouches need apply. We'll start at $10,000 for the right man. Box 157, Editor & Publisher.

COPYREADERS needed by PACIFIC STARS AND STRIPES, an unofficial daily newspaper for U. S. Armed Forces, for minimum two year tour in Tokyo, Japan. Salaries from $6,390 to $7,030 annually, plus housing allowance, transportation, and fringe benefits. Minimum four years on metropolitan rim required. Send full resume including family status to Managing Editor, Pacific Stars and Stripes, APO 503, San Francisco. Please, no reporter applications.

HELP WANTED

Editorial

SPORTS WRITER, with experience, who also has knowledge of photography and darkroom, for Montana daily newspaper located just 30 minutes by car from Big Mountain Ski Resort and Glacier National Park. If you have a keen desire to locate in an area of spectacular beauty—have a knowledge of all sports—and are willing to work, not just occupy a desk, contact: Editor, The Daily Inter Lake, Kalispell, Montana. Please state salary expected. No drifters or chronic movers desired.

BUSINESS NEWS & REAL ESTATE Large p.m. daily (Zone 4) seeking aggressive, sharp reporter for business and real estate beat. Dynamic growth area provides many major news breaks on this beat.

Daily experience on business and/or real estate preferred, but will consider others with exceptional talent. All replies in confidence. Box 161, Editor & Publisher.

CITY EDITOR, Managing Editor or Slot Man to join faculty of major midwest journalism school, $10,000 to start. We are growing and need a working newsman who would like the challenge of translating his practical experience into effective classroom work. Bachelors Degree required. Box 152, Editor & Publisher.

CITY EDITOR WANTED in town of 15,000. Desires someone with experience to work in especially fine surroundings. Contact: Managing Editor, Daily News, Norfolk, Nebraska.

COMBINATION EDITOR-AD MAN wanted. Small-town weekly. Write: F. H. Johnson, Sr., The Sun, Spring Valley, Wis.

EDITORIAL WRITER for moderate conservative Democratic afternoon daily in university community, Zone 3. Should be experienced man, 30 to 45. Box 154, Editor & Publisher.

EXPERIENCED REPORTER wanted by Western Pennsylvania daily. Send qualifications to: Jack Simon, City Editor, New Castle News, New Castle, Pa.

IMMEDIATE OPENING for news editor-photographer on Connecticut weekly in exceptional community. Fine opportunity for man who isn't satisfied to take handouts, and must produce top product each week. Benefits. Salary open. Car necessary. Send resume, samples to Box 140, Editor & Publisher.

LARGE SOUTHERN NEW ENGLAND afternoon daily has opening for two experienced copyreaders. Fringe benefits. State salary required. Box 155, Editor & Publisher.

NATIONAL JEWISH POST requires an editor for its St. Louis edition. Must be a journalism school graduate or with a year or two experience in the field. Requirements include producing a 6 to 12-page weekly tabloid with the aid of a society editor and a flood of releases. Will discuss salary. Send resume to: Gabriel Cohen, 611 N. Park, Indianapolis-4, Ind.

NEWS EDITOR for prize-winning offset semi-weekly in one of Southwest's small cities. Working journalist, strong in layout and photography. Great opportunity for right person. Don Kramer, Publisher, Dispatch, Casa Grande, Ariz.

OPPORTUNITY for creative editor-writer with ability to handle proofs and rewrites for inspirational magazine. Prefer male. Minimum 4 years' experience. Send resume with salary requirements to Box 150, Editor & Publisher.

OPPORTUNITY FOR YOUNG MAN to train as assistant state editor on Midwest daily. Can use J-grad or man from weekly or small daily with some headline knowledge. Box 141, Editor & Publisher.

STATE DESK MAN for old but fast-growing metropolitan daily in Zone 1. Some experience in reporting or editing essential. Give full details and salary desired. Box 156, Editor & Publisher.

HELP WANTED

Editorial

REPORTER for general news. Some editing. Large county-seat weekly, circulation nearly 4,000; agricultural area, 16-miles from college town, 60-miles from metropolitan area. $100 week up for experienced man or woman. Blue Cross, paid vacation. Job open Sept. 1. Contact: Bill Wilmot, Colfax Gazette, Colfax, Wash. 99111.

THE U.S. ARMY NEWSPAPER in Europe, The Stars and Stripes, has need for a Woman's Editor. Experience in copy editing, layout, dummying of pages, and writing gained through work on a large U.S. daily newspaper required. Applications with detailed resumes should be air-mailed to Stars and Stripes, APO 175, New York, N.Y.

TOP-NOTCH YOUNG DESK MAN wanted to take his place in 4-man desk of prize-winning middlewest daily. Will do editing, headwriting—join in general news coverage planning—back up city editor. Excellent future, many extra benefits, congenial staff amid modern, pleasant surroundings. Attractive beginning salary, merit raises. Send details of training, experience; also references and picture to Box 158, Editor & Publisher.

2 IMMEDIATE OPENINGS
SUBURBAN REPORTER—We're looking for a man with competence, imagination and ambition. Excellent opportunity for talented small-city reporter ready to move up to prize-winning capital city p.m. Should have car.

COPY EDITOR who can handle copy with imagination and precision, dummy pages and write, too. Unusual opportunity for versatile craftsman who welcomes variety and challenge. Send complete resumes to: Robert G. Fichenberg, Managing Ed., The Knickerbocker News, Albany, N. Y.

WANTED: EXPERIENCED NEWSMAN as state editor to handle growing staff of reporters covering suburban counties around upstate N.Y.C. Must be able to write clear heads, layout pages and direct newsgathering. You will be working for long-established, enterprising, award-winning morning newspaper which provides full hospitalization—other benefits. Box 135, Editor & Publisher.

WOMEN'S PAGE EDITOR — Opportunity for one who can produce local news, features and pictures for 25,000 midwest daily. Write Box 124, Editor & Publisher.

Free Lance

FREE-LANCE WRITER
Free-lance writer, specializing in human interest stories, for expanding national newspaper. Get in on the ground floor. Send resume to:
Marvin S. Weiss, Editor
NATIONAL TATTLER
2717 North Pulaski Road
Chicago, Illinois 60639

$2 if Lew Little Syndicate uses funny newspaper typo, double-meaning you mail first. 210 Post, #915-E, San Francisco.

Miscellaneous

"FOREIGN JOB GUIDE" lists 380 current sources—all types. Reviews and analyzes entire foreign job picture. Send $2 to: National Employment Reports, 519 Center (EPF), Racine, Wis.

JOB OPPORTUNITIES on Pennsylvania newspaper. For application, write: P.N.P.A., 2717 N. Front St., Harrisburg, Pa. 17110

Operators-Machinists

TTS PERFORATOR, Books. Open shop. High take home pay, benefits; air-conditioned. Anzel, 611 Broadway, New York, N. Y.

MACHINIST for 18-machine Intertype shop, mixers, quadders. $162 week. Zone 9. Box 66, Editor & Publisher.

LINOFILM KEYBOARD OPERATORS
Union or eligible
Times-Star, Alameda, California

HELP WANTED

Operators-Machinists

TTS OPERATOR—day or night shift—$155 week; benefits. Southern California. Box 42, Editor & Publisher.

TTS OPERATOR-JOURNEYMAN. Immediate. Give references. $3.70 per hr; heart of Rocky Mountain recreational area. Box 94, Editor & Publisher.

Pressmen

PRESSMAN-MAKEUP MAN, experienced, to take charge of weekly backshop. The Mirror-Democrat, Mount Carroll, Illinois.

Production

OFFSET PRODUCTION MANAGER — Capable administrator who's willing to work wanted for offset composition shop of progressive suburban New Jersey weekly group. Good pay—good conditions—good future; we want a good man. Box 82, Editor & Publisher.

WEEKLY NEWSPAPER OPERATION seeks production manager for all phases in offset. Box 125, Editor & Publisher.

Professional Engineers

An established consulting engineering firm of over 300 people operating on an international basis is seeking a licensed architect or Professional Engineer, with a Bachelors or Masters Degree who has significant experience in the design of industrial facilities, particularly in the planning and layout of various types of printing plants including newspaper plants.

His professional background and experience should provide him with the ability to talk with clients and provide him with the knowledge to understand and analyze their problems, to develop practical solutions and to direct the planning and design of complete printing facilities.

The location is in New York City and some travel will be required. Compensation for this interesting position is attractive and is directly related to experience and ability.

No inquiries will be made without your authority.

Box 77, Editor & Publisher

Public Relations

PR FIELD MAN

Public Relations Department of a leading producer of basic construction material desires writer-reporter with public relations-marketing capability. Headquartered in Zone 2, man will travel U.S.A. to seek out news of use of materials in design and construction of highrise and heavy engineering projects. Must be capable of communicating this story via all types of media to the professions and business men allied with the construction industry. Must be personable, creative and resourceful. Salary open, outstanding fringe benefits program . . . . a challenging opportunity with a blue ribbon corporation!

BOX 78
Editor & Publisher

EDITOR-WRITER
Corning Glass Works has an opening for an editor-writer to work in industrial editing/corporate publications/community relations. Position involves considerable writing, and demands excellence of style, grammar, and general story treatment. Experience and education will determine starting salary in $7,500-$9,000 range with opportunity for continued advancement with this nationally known growth firm. Describe why you are qualified by writing Public Relations Department, Corning, New York.

CORNING GLASS WORKS
An Equal Opportunity Employer!

HELP WANTED

Public Relations

PUBLIC RELATIONS ASSISTANT for prominent trade association, headquartered in N.Y.C. Must be good writer, with experience as newspaper reporter or editor. Background in advertising, public relations or newspaper promotion work especially desirable. Some knowledge of education field helpful, but not a requisite. Send resume, stating full details of experience and salary requirements to Box 130, Editor & Publisher.

TRADE SCHOOLS

Linotype School

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Linotype, Intertype Instruction
Free Information

SITUATIONS WANTED

Academic

15-YEAR NEWSMAN with outstanding record on outstanding newspapers seeks position teaching journalism at college or university; experienced in all phases of newsgathering, editing, layout; winner of national, regional honors; now employed in executive newsroom capacity on metropolitan paper and teaching part-time on college level; MS in journalism. Box 144, Editor & Publisher.

Administrative

PUBLISHER and/or General Manager's position wanted, 20M to 100M daily circulation. Fully experienced in active management (20 years) of EVERY phase of newspaper business including offset. Willing to move anywhere if challenge and opportunity is there. Details provided upon request. Box 52, Editor & Publisher.

EXECUTIVE—LIVEWIRE!
Experienced circulation, advertising, news "pro"—enthusiastic leader who will fit smoothly into your organization. A sound, solid builder, a sparkling performer, a vigorous operator with a fine record of accomplishment who can secure the greater potential your paper deserves. Now harmoniously employed; seeking bigger challenge. Resume in confidence. Box 109, Editor & Publisher.

GENERAL MANAGER of small daily desires similar post in Zone 2 or Zone 5. Has worked in all phases of paper. Will consider Managing Editorship or City Editor's position. Write Box 133, Editor & Publisher.

CLASSIFIED

Advertising Rates

Line Rates EACH CONSECUTIVE Insertion

SITUATIONS WANTED (Payable with order) 4 times @ 80c per line each insertion; 3 times @ 90c; 2 @ $1.00; 1 time $1.10 per line. If keyed, add 50c for box service and count as 1 additional line in your copy. 3 lines minimum. Air-mail service on blind ads $1.00 extra. Do not send irreplaceable clippings, etc. in response to Help Wanted ads until direct request is made for them. E&P cannot be responsible for their return.

ALL OTHER CLASSIFICATIONS: 4 times @ $1.25 per line each insertion; 3 times @ $1.35; 2 @ $1.45; 1 time $1.55 per line. If keyed, add 50c for box service and count as 1 additional line in your copy. 3 lines minimum. Air-mail service on blind ads $1.00 extra.

DEADLINE FOR CLASSIFIED ADVERTISING, Tuesday, 5:00 P.M. Count five average words to the line. No abbreviations. Box holders' identities held in strict confidence. Replies mailed daily. Editor & Publisher reserves the right to edit all copy.

Editor & Publisher
850 Third Ave., N. Y., N. Y., 10022
Phone PLaza 2-7050

Situations Wanted

YOUR FIRST SOURCE FOR QUALIFIED PERSONNEL IN ALL NEWSPAPER DEPARTMENTS

Administrative

BUSINESS/ADVERTISING MANAGER. Twelve years' diversified management experience on newspapers from 10M to 300M. Seek new opportunity for growth with progressive publisher, preferably in medium-sized market. Good administrator, communicator. Extensive background in sales, promotion, research, finance. BA plus graduate work in social sciences and marketing. Age 36, family. Box 151, Editor & Publisher.

PUBLISHER with record of growth seeks general manager's position. Doubled volume of 4-weekly chain in four years. Skilled in editing, advertising, job work estimating. Experienced in conversion to offset. Would invest. Howard Sanstadt, 368 MacArthur St., Sun Prairie, Wis.

Artists-Cartoonists

ARTIST-CARTOONS: editorial, theatrical, general interest. Spot drawings, maps, charts, lettering. Chart Area 9. Box 2, Editor & Publisher.

GOOD CARTOONIST, design degree and 7 years a pro, wants on a good paper. Samples from Rt. #1, Box 293, Reddick, Florida.

Circulation

ASSISTANT MANAGER or District Manager. Good background. Aggressive, promotion-minded. Results guaranteed! Good references. Zones 2-3-4-5. Phone: 304-327-8694 or write Box 1921, Editor & Publisher.

YOUTHFUL AGGRESSIVE CIRCULATOR desires opportunity to invest proven ability and own capital in worthwhile department and area development. Will contract only with daily or exclusive county seat weekly. Prefer Chart Area 2, 3 or 5. Box 86, Editor & Publisher.

CIRCULATION MAN, 30 years' experience city and state, desires connection with large daily or managership small daily. Married, 47, free to relocate. Box 702, Bryan, Tex.

CIRCULATION MANAGER, "Home Delivery Specialist." Fourteen years' experience. Creative, aggressive promoter. Cost-conscious. Proven top record. Wants to locate with alert, progressive newspaper. Reasonable notice. Resume upon request. Box 153, Editor & Publisher.

CIRCULATION MANAGER of 20,000 wants bigger challenge. Experienced, with top record of net revenue increase. College grad. Young—industrious. Box 146, Editor & Publisher.

QUALIFIED Circulation Manager, 20 years' experience all phases of sales and promotion, ABC and "Little Merchant Plan." Good character—proven ability. Box 123, Editor & Publisher.

Classified Advertising

PROVEN PRODUCER with know-how and ability in all phases of successful classified seeks management opportunity. Seasoned in sales, staff training, administration, promotion, idea-producing. Thirteen years with present employer (one of the nation's leading newspapers). Top references. Box 103, Editor & Publisher.

CAM—Twenty-five years' experience, (35,000 to 325,000); producer! Box 127 Editor & Publisher

CLASSIFIED MANAGER — 15 years' experience. Small to medium paper. Best references. Box 143, Editor & Publisher.

Display Advertising

AD MANAGER (41), produced profit —held cost. Excellent 14-year record; 6M-70M dailies. In Zone 9, will relocate. Box 129, Editor & Publisher.

Display Advertising

AD DIRECTOR, 42, will orient and motivate your staff toward developing full market potential. Linage-conscious, but founded on sound selling principles. Fifteen years' total experience, last 8 as ad director; last 2 on 22M state capital (eS). College degree — family man — energetic and reliable. Resume on request. Box 91, Editor & Publisher.

Editorial

BIGAMIST (married to wife and profession) wants third tie with quality medium or large paper. BA, 30, 5½ years reporter-desk on weekly and small daily. Now city editor. Strong layout, reporting. Box 16, Editor & Publisher.

DYNAMIC AMUSEMENTS CRITIC seeks change. Twenty years' experience. Box 7 Editor & Publisher

EXPERIENCED GIRL REPORTER seeks women's page job area 9. Has clips. Can come for interview. Box 1826, Editor & Publisher.

MANAGING EDITOR
Zones 1 or 2, Twelve years' responsible newspaper experience. Box 27, Editor & Publisher.

SPORTS EDITOR-NEWSMAN, thoroughly experienced. Award-winning columnist. Can direct staff or take direction; can use camera. Married, have family. Need quick connection—will go anywhere. Box 1499, Editor & Publisher.

SPORTS EDITOR, experienced. Good habits—highly accepted columnist. Box 29, Editor & Publisher.

WEEKLY EDITOR OR REPORTER for zones 8 or 9; good writer, photog; specialties are farm and features; give me your toughest assignment for proof. Box 23, Editor & Publisher.

WORKING NEWSMAN SEEKS CHANGE
Any editorial or magazine
Box 1719, Editor & Publisher

MATURE WOMEN'S EDITOR would like to relocate. Strong on features, fashion, food, supplements. Prefer California, Southwest. Box 53, Editor & Publisher.

NEW HAMPSHIRE
PUBLISHERS
Mature, highly skilled newsman with unusually extensive background, distinguished 35-year achievement record ranging from reporter to publisher, seeks permanent, challenging position in New Hampshire. Box 68, Editor & Publisher.

CONSERVATIVE
EDITORIAL WRITER
Seeking same position on large daily or other medium-sized one. Best possible references. Have sold to magazines. Young and bright. Box 79, Editor & Publisher.

EDITOR

Industrial PR man, at 5-figure salary in national corporation, wants editorship of medium-size publication or responsible spot on metropolitan daily. Previously edited Sunday background section on quality daily; also edited 36-page suburban weekly. Family man, 46. Planner, doer. Box 112, Editor & Publisher.

EX-SPORTS EDITOR seeks similar position on small-town p.m. newspaper. M.A. Degree. No car. Now working national baseball publicity. Write: Box 1420, Wichita, Kansas.

NEWS EXECUTIVE seeks new post — executive or otherwise — this country or abroad. Good credentials. Age 35. Box 87, Editor & Publisher.

REPORTER-MUSIC CRITIC, 33, six years with metro daily (including straight news, rewrite, beats), 20 years' background as conductor, pianist, teacher; widely traveled, 5 languages, solid knowledge music and how to report it. Box 96, Editor & Publisher.

Editorial

SPORTS EDITOR. Northeast. Metropolitan sports slot experience. Box 61, Editor & Publisher.

SPORTSWRITER, quality craftsman — dedicated — desires job on alert, forward-moving medium. Cheap, slave labor camps need not apply. If you fear to pay for ability, save your stamps. Veteran, married, J-grad. Four years' experience. Box 113, Editor & Publisher.

THE GREATEST — Hard working, young sportswriter (28), 3 years' experience; currently with large Southern daily; desire position with Zone 1, 2 daily—100,000 or above. Have good flair. Don't mind hard work if pay is commensurate. Graduate good Eastern college; Army vet, married. Resume, samples available. Current employer can't afford me and doesn't recognize talent. Prefer suburban locale. Paper must be good. Box 107, Editor & Publisher.

ALL-AROUND, EXPERIENCED NEWSMAN who can dig and write or edit and display stories so anyone can understand them looking for publisher who recognizes such work. Married, family, degree, prize-winner. Box 138, Editor & Publisher.

BOWLING EDITOR — Sports and/or wire desk. Age 47, single. Prefers Ohio. Write Box 148, Editor & Publisher.

BRESLIN, BUCHWALD, BIGART, I am not; but I can write (human or hardnose, oracle or obit), edit, layout —and deliver. Box 137, Editor & Publisher.

DESKMAN—Strong on wire, heads, layout, slot. Twenty years' metro dailies. References. Box 159, Editor & Publisher.

GIRL J-SCHOOL GRAD looking for first journalism job with educational or cultural organization or progressive women's page. Box 126, Editor & Publisher.

INTEGRITY, INTELLIGENCE—
Is there a market for these, combined with technical skills? Medium daily managing editor achievement, J-degree, youth, vigor, enthusiasm. Box 164, Editor & Publisher.

IRISH-AMERICAN NEWSWOMAN, 38, excellent health—lively interest in people and events—desires to switch coasts. Now employed major wire service N.Y. area. Awards back up claim of being able to write shimmering copy about any person, thing or place; can also read copy, perform all the newspaper chores. Nevada, California preferred. Box 134, Editor & Publisher.

LOOKING FOR AN EDITOR successful at managing staff, competing, turning out attractive, accurate editions and doing a first-class writing job? Prefer East or Midwest; small to medium-sized, progressive community for raising family. Salary secondary to right job — right community. Box 160, Editor & Publisher.

OVERSEAS EDITORIAL or reporting position sought by 39-year-old, award-winning editor of 35,000 daily. Former White House correspondent with solid knowledge of foreign affairs. Have worked overseas. Know production, layout and can write heads; also endowed with very lovely family. Box 128, Editor & Publisher.

PHOTOGRAPHER—Feature Writer — Newsman, currently employed on small daily. Experienced. Family. Want Zone 3, 5, 7 or 8. Box 139, Editor & Publisher.

UNSTEREOTYPED, UNAFRAID
Young, seasoned editorial writer
No for-motherhood, against-sin answers wanted. Careful thought—stimulating statements; a fighter for public interest. Experienced news chief — aware of human complexities. No man on white horse. A thoughtful friend. Box 163, Editor & Publisher.

Editorial

QUALITY-MINDED COPY EDITOR. Work reflected in circulation gains. Thirteen years on large, small dailies; also, writer for NYC, English papers. Northeast. Box 122, Editor & Publisher.

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National clearing house for competent personnel coast to coast at no charge to employer. Phone, Write or Wire
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56 W. 45th St., N.Y.C. 212 OX 7-6728

Free Lance

ROME CORRESPONDENT — Major wire experience, political news. Five years in Southern Europe. Box 147, Editor & Publisher.

Operators-Machinists

TOP-FLIGHT HEAD MACHINIST — Linotype, Intertype, TTS — wants day position. West Coast preferred. Box 136, Editor & Publisher.

Photography

COMPETENT, RESPONSIBLE Photographer, family man — boxed in medium daily 12 years — would like larger paper that presents challenge. Many awards. Box 93, Editor & Publisher.

TOP-GRADE PHOTOGRAPHER, b & w and color. Can please editors and the public. Box 149, Editor & Publisher.

Printers

COMPOSING ROOM FOREMAN or understudy to production manager. Supervisory experience large and small dailies. Competent all composing operations. University grad. Union. Family man. Zones 7, 8, 9. Box 31, Editor & Publisher.

SUPERINTENDENT or supervisor. Swiss, 32, married. Experience all phases in offset, sheetfed and Web process color. Hard worker. Box 3, Editor & Publisher.

EXPERIENCED Production Manager or Mechanical Superintendent in newspaper production. Completely familiar with all phases of cold type and offset, as well as letterpress. Will send resume upon request: go anywhere. P. O. Box 452, Napa, California. Phone 707-224-8102, Napa, Calif.

MECHANICAL SUPERINTENDENT-
COMPOSING FOREMAN
seeks connection with aggressive publisher in South-Southwest. Age 44, steady, sober, reliable. Experienced color, TTS, systems development: interested new processes. Non-union. Presently employed, good reason for relocation. Box 121, Editor & Publisher.

PRINTER, now running hot metal paste-up department with experience in all forms of paste-up, desires change. Box 132, Editor & Publisher.

Public Relations

AGENCY/CORPORATE SLOT — Four years' experience industrial copy, nonprofit PR. Will relocate for creative responsibility. Specialties in graphics, copy. Age 27, BS degree, family. Resume on request. Box 142, Editor & Publisher.

'News Management' A Campaign Issue?

The *Chicago Tribune* has called on the Republican Party's standard-bearers to make management of the news in Washington a major issue of the campaign this Fall.

This is a subject to which Repr. William E. Miller, the nominee for Vice President, has addressed some of his sharpest barbs in the role of chairman of the Republican National Committee.

The Republican platform, tailored to Senator Barry Goldwater's philosophy, contains a plank under the general heading of "Faith in the Competitive System" which dedicates the party "to the freedom of expression for all news media, to the right of access to public proceedings, and to the independence of radio, television and other news-gathering media from excessive government control."

Although some charges of "news management" have been levelled against President Johnson's Administration since last November, the criticism hasn't been as vehement as it was during President Kennedy's few years in the White House.

Mr. Miller assailed the official news release system in an article in E&P (Oct. 7, 1961) only nine months after the Kennedy Administration was in power. This was the tenor of his complaint then:

'Censor-Huckster Operation'

"I have the highest respect for the ability and honesty of our Washington news correspondents. If they are not hamstrung by restrictive Government policies, the American people will be able to read, hear, and view everything they should. . . .

"It is well known that a tendency exists among some Government press officers to try to make themselves, their bosses or their political parties "look good." This has become a sort of occupational hazard for the reporter, a test of his alertness and sense of perspective.

"To recognize it, however, is not to condone it. Nor can one avoid concluding that the Kennedy Administration has carried it to new lengths, running a tandem censor-and-huckster operation at the highest Government levels. . . .

"Should a Presidential press secretary be a qualified public servant whose primary function is fulfilling the people's right to know? Or do the American taxpayers employ him to operate as a puff artist and political censor? . . .

"This Administration . . . is too busy bottling up hard news while spraying the press with artificial and leaked material. . . .

"While the iron hand of secrecy operates in the hard news department, toot-and-sell artists pipe merrily elsewhere, puffing up a blizzard of handouts. . . ."

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Going 'National'

SAN FRANCISCO

The *Young China Daily*, founded here 54 years ago by Dr. Sun Yat-Sen, the Chinese statesman, is appointing correspondents in major cities across the country in a move to increase its national readership. It now has a circulation of 7,000, according to Peter Chew, chairman of the board.

Scranton's Local Paper Backs Barry

CLARK'S SUMMIT, Pa.

The *Abington Journal*, the weekly newspaper in Gov. William W. Scranton's home district, has changed its editorial support from the Pennsylvania governor to Senator Barry Goldwater.

An editorial, "Where Do We Get Our Goldwater Buttons?" appeared Thursday (July 23) in favor of the Arizona conservative who is the Republican Party's nominee for the Presidency.

Prior to the editorial, the Journal backed Gov. Scranton through the presidential nomination campaign and in the 1962 gubernatorial race. Gov. Scranton lives in Dalton, a town adjacent to the Journal's home office borough.

Publisher Henry H. Null 3d wrote the editorial. In the same paper, his son, Henry Null, writes a national affairs column which supports President Johnson. The younger Null is a reporter for the *New Rochelle* (N.Y.) *Standard-Star*.

Hearst Scholarship Students Are Listed

A booklet containing the names, pictures, home addresses and colleges of 270 boys and girls who competed in the Fourth Annual Journalism Awards Program of the William Randolph Hearst Foundation is available from the Foundation, 1018 Hearst Building, San Francisco.

In the 1963-64 program, scholarships totalling $42,350 were awarded to 62 students. Merit grants went to 27 colleges and universities. In four years the foundation has awarded $155,550 in scholarships and grants. The fifth annual program will begin Oct. 1.

2 New Fellowship Awards Will Honor Eleanor Roosevelt

The first Eleanor Roosevelt newspaper women's exchange fellowship will be awarded to two newspaper women, one from the United States and one from Latin America, it is announced by Rosalind Massow, president of the Newspaper Women's Club of New York and women's editor of *Parade*.

The fellowships will give each writer three months of work, study, and travel in the exchange country and will provide round-trip transportation as well as a travel and tuition allowance of $500. In return, each newspaper whose writers are chosen will have sole rights in its own country to the stories written by both correspondents for their home papers.

Must Be Over 21

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The Eleanor Roosevelt Newspaper Women's Memorial Fund was established in 1963 with a $10,000 initial grant by the Newspaper Women's Club of New York.

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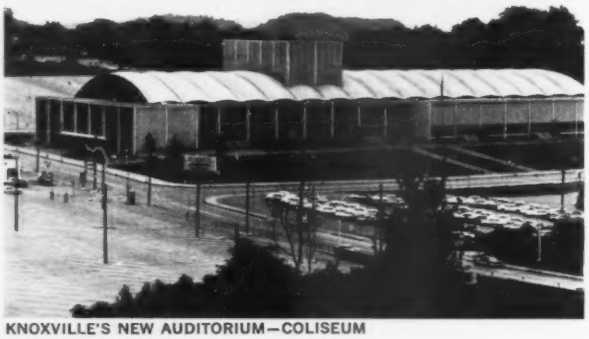

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SECTION II JULY 25, 1964

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EXPLANATION OF KEY LETTERS AND NUMBERS

SUPPLIED

Annually ..... an
Daily ..... d
Sunday ..... S
Contract ..... cont
Daily & Sunday .. dS
Daily except Saturday ..... dexSat
Daily except Sunday ..... dexS
Every other day ..eod
Every other Sunday ..... eoS
Every other month eom
Five Times weekly 5tw
Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly .... sm
Semi-weekly ..... sw
Six times a year..6ty
Tri-weekly ..... tw
Weekly ..... w

SIZE

Number of words 500 etc.
Columns wide and inches deep 4c5", 7c4", 7c10", etc.
Page (Standard)....pa
Page (Tabloid).....pt
Half-page (Standard) ....hpa
Half-page (Tabloid) .....hpt
Half-page (Vertical) ... hpv
Third-page (Standard) ... tpa
Third-page (Tabloid) .....tpt
Quarter-page (Standard) .. qpa
Quarter-page (Tabloid) .....qpt
Varies ..... var

FURNISHED

Mimeographed (mim)
Manuscript (man)
Offset Reproduction Proofs (orp)
Illustrated (ill)
Mat complete (mat)
Illustration Only in mat Form (ilm)
Tape

* Also available in Spanish; ** some also in Spanish and English.

"C" INDICATES CLASSIFICATION

1—Astrology Graphology
2—Automotive
3—Aviation
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business-Financial
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
11—Columns
12—Comics (strips and Sunday pages)
——Cultural—art, Entertainment, Literature, Poetry, Theatre (see 11-Columns)
13—Editorials (text)
14—Editorial Cartoons
——Farming (see Gardening)
15—Fashions
——Financial (see Business-Financial)
16—Fiction
17—Fillers, Poetry
18—Food
19—Gardening-Farming
——Graphology (see Astrology)
20—Health
21—History-Politics
22—Household-"Do It Yourself"
23—Maps
24—Motion Pictures
25—Music
26—Nature
27—Patterns
28—Photography (columns on)
29—Puzzles-Quizzes
30—Radio-Television
31—Religion
32—Research-Polls-Surveys
33—Science
34—Serials
35—Short Stories
36—Special Pages
37—Sports-Outdoors-Boating
38—Stamps
38A-Teen Age
——Television (see Radio-Television)
39—Travel
40—Veterans
41—Women's Pages

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Indianapolis 72,
Mexico City 18, Mexico
Lightest Mexico—5tw-500-mim—John Abney—C11, 39

George Abraham ..... (GEO)
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Buenos Dias—d-4c2½"-mat—Ed Nofziger—C12
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Petunia—d-1c3"-mat—Peg Bracken—C41
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The Byrds—d-2c3"-mat—Joe Appalucci—C8
Tipple & Cap Stubbs—d-4c2½"-mat—Edwina—C12
Today's Talk—d-350-printed—George Matthew Adams—C13
To The King's Taste—w-750-mim—Hoyt Alden—C18
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KEY TO SYNDICATE NAME ABBREVIATIONS

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ADV—Advance News Service, Inc.
AF—Allied Feature Syndicate
AFS—American Feature Syndicate
AFP—Agence, France Presse
ALB—Alburn Bureau
AMF—Amusement Features Syndicate
AN—Associated Newspapers, Inc.
AP—Associated Press, Inc.
AR—Arcadia Feature Syndicate
AS—American Syndicate, The
ASA—Associated Architects
AT—Army Times Syndicate
ATF—Atlantic Features & Printing, Inc.
AU—Auto News Syndicate
AV—Ann & Van Associates
BB—B and B Features
BCE—Buffalo Courier-Express Feature Syndicate
BF—Bonner Features Syndicate
BFS—Better Filler Service
BHS—B. H. Simon
BIS—T. Jerome Bishop
BM—Bell-McClure Syndicate
BMW—Boat & Motor Writers Syndicate
BOF—Boating Features Syndicate
BOO—Books in the News, Inc.
BPF—Blackstone Press Features
BPS—BP Singer Features
BRF—Bailey R. Frank
BRI—Brinkerhoff and Bowen
BUF—British United Features
C—Cowpokes
CA—Coleman Advertising Service
CAR—Cartwright Features
CDN—Chicago Daily News Foreign Service
CF—Columbia Features, Inc.
CFF—Curious Facts Features
CFS—Conley Feature Syndicate
CG—Country Gourmet
CH—Charles Rehms
CHR—Chronicle Features Syndicate
CJC—Charles J. Callahan Associates
CL—Charles Lee
CMS—Cullen Moore's Studio
CN—Crux News Service
CNS—Copley News Service
CP—Central Press Association
CPA—Caribbean Press Associates Syndicate, Inc.
CPS—Community Press Service
CQ—Congressional Quarterly Service
CR—Charles Reichblum Syndicate
CRA—Craft Patterns
CRP—Criswell Predicts
CS—Christensen Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
CWF—Canada Wide Features Service, Ltd.
DDS—Doubleday Syndicate
DF—Dispatch Features, Inc.
DHJ—Dorothy H. Jenkins News Service, Inc.
DHS—Donen Humor Service
DNB—Dominion News Bureau, Ltd.
DPR—Dear Publication & Radio, Inc.
DSR—Dunkel Sports Research Service
DWL—Douglas Whiting, Ltd.
EC—Editor's Copy
EDR—Editorial Research Reports
EFS—Express Features Syndicate
EI—The Economist Intelligence Unit American Media Service
EKR—Elinor K. Rose
EP—Editors Press Service, Inc.
EPS—E.P.S. News Syndicate
ERS—Educational Research Service
ETG—Edwin T. Grandy's Syndicate
FAF—Fine Arts Features
FF—Formath Features
FWW—Farm Wife's Window
GA—David C. Gardner
GE—Gelman Feature Syndicate
GEO—George Abraham
GF—Gates Features, Inc.
GFC—General Features Corp.
GG—Golden Gate Features
GHF—Grandy's Hollywood Features
GHS—Gordon Langley Hall News Service and Syndicate
GJ—GeeJay Service
GLN—Glanzer News Service
GMA—The George Matthew Adams Service
GP—Globe Photos, Inc.
GRA—Graphic Features Syndicate & Graphic News Photos
GS—Globe Syndicate
HAF—Handwriting Analysis Features
HC—Harriet Carlsen Newspaper Syndicate
HEN—Henrikson Illinois Cartoon Service
HF—Handy Filler Service
HHS—Hearst Headline Service
HIS—Hollywood Informer Syndicate
HJS—Harold J. Siesel Co.
HLS—Hall Syndicate, Inc.
HLW—Hollywood Press Syndicate
HN—Hubbard Newspaper & Mag. Syndicate
HNS—Howard News Syndicate, Inc.
HOG—HomOgraf
HPS—Hopkins Syndicate, Inc., The
HR—Heritage Road
HS—Haskin Service, The
HT—Hobby Times
HTF—Home Town Flavor
ICP—Inez and Cecilia Pedroza
IN—Independent Features Syndicate
JA—Jay Alan
JEB—Joe E. Buresch
JL—Jeffrey Lee Syndicate
JO—John Abney
JRL—Jerome Lee
JS—John Somerville
JTA—Jewish Telegraphic Agency, Inc.
KEA—Keister Advertising Service, Inc.
KEL—A.A. and M.M. Kelleher
KFS—King Features Syndicate
KI—Kirk Syndicate, The
KK—Kroll Karicature
KR—Ernie Kreiling
LAT—Los Angeles Times Syndicate
LAW—Law Familiarization Institute
LE—Lew Little Syndicate, The
LIA—Lui Industrial Arts
LO—Sterling Lord Agency, The
MA—Martha Lee Syndicate
MAC—Macnens (John MacNair's European News Service)
MCN—McNaught Syndicate, Inc.
MIL—Miller Services, Ltd.
MM—Minute Message
MME—Mel Martin Enterprises
MN—Magnum News Service
MNS—Morris News Service
MO—Model Music Co.
MOF—Moss Feature Syndicate
MOH—Berta Mohr Fashion Syndicate
MOS—Mort Olshan Sport Features
MS—Monitor News and Feature Services
NANA—North American Newspaper Alliance, Inc.
NCR—National Council Religious Features
NCW—National Catholic Welfare Conference
NE—Newsday Specials
NEA—Newspaper Enterprise Association
NEC—N. E. Coan
NEP—National Education Program
NNS—National Newspaper Syndicate, Inc. of America
NPB—Nationwide Plan Book Co.
NYT—The New York Times News Service
PB—Plus Business Features, Inc.
PE—William S. Penfield
PF—Phoenix Features
PFB—Publishers Financial Bureau, Inc.
PHI—Philcor Feature Service
PI—Picturemakers
PNS—Publishers Newspaper Syndicate
PR—PR Newswire
PRA—Press Alliance, Inc.
PRB—Press Radio Bible Service
PRO—Press-Opinion News Service
PT—Creighton Peet
RA—Sandy Raines Features
RE—Revere Features
RFS—Reynolds Feature Syndicate
RGB—Rapid Grip and Batten, Ltd.
RI—Carl Riblet, Jr., Syndicate, The
RMN—Ralph Morgan Newspictures
RN—Roberts News Service
RNS—Religious News Service
ROB—Robbins & Associates
ROO—Edith Kermit Roosevelt Syndicate
RS—Russell Service, The
RSP—Ruth Wyeth Spears
RTS—The Register and Tribune Syndicate
SA—Soccer Associates
SAF—Seven Arts Feature Syndicate
SAT—Saturday Review
SAS—S A. Siciliano
SCS—Science Service, Inc.
SD—Sergeant Dalzell
SE—Saunders Enterprises
SF—Superior Features Syndicate, Inc.
SFS—Snappy Filler Service
SHP—Small House Planning Bureau
SM—Al Smith Feature Service
SNA—Spot News Agency, Inc.
SPE—Specialty Features Syndicate
SPS—Spadea Syndicate, Inc.
SS—Saguare Syndicate
ST—State Cartoon Service
STF—Standard Filler Service
STP—Standard Press Association
STR—Carl G. Streiferd
TA—Tate Syndicate Features
TCN—Twentieth Century News Syndicate
TE—Teenage Corner
TF—Tennis Features
TEM—Earle Tempel
TEU—Teufield, Inc.
TM—Two Minute Mystery Series
TNS—Toronto Telegram News Service
TPI—Tray Productions, Inc.
TSS—Toronto Star Syndicate
TWS—Transworld Features Syndicate, Inc.
UB—U-Bild Enterprises Syndicate
UFS—United Features Syndicate, Inc.
UOP—United Overseas Press
UPA—Universal Press Association
UPI—United Press International
UPIN—United Press International Newspictures
USA—U.S.A. Syndicate
VAZ—Vaz Dias International, Inc.
VIP—Vital Information Press
VN—Viscount News Features
WCE—Wait-Cal Enterprises Sports Features
WFG—William F. Gekle
WHE—Wheeler Newspaper Syndicate
WIP—Wagner-International Photos
WLG—W. L. Gordon Features
WNF—Washington News Features
WNS—Women's News Service
WOR—World News Features, Inc.
WPS—Worldwide Press Service
WRF—William R. Frye
WRP—Washington Religious Press Syndicate
WUP—World Union Press
YR—Youth Research Institute

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Daily and Sunday

ARCHIE

ARCHIE also inhabits a rather rarefied height for a comic strip: the above-500-client papers class (he has 526).

Daily and Sunday

HI AND LOIS

Won the 1963 "Reuben" and "Silver Lady" awards for artist Dik Browne. Written by Mort (BEETLE BAILEY) Walker. A favorite in nearly 400 papers.

Daily and Sunday

BARNEY GOOGLE AND SNUFFY SMITH

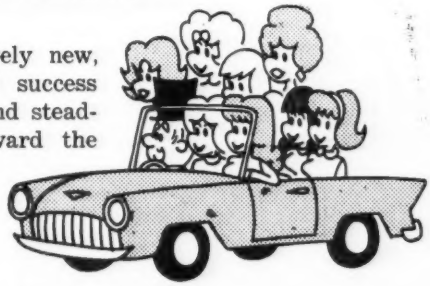
Won its creator, Fred Lasswell, an unprecedented sweep—both the NCS 1964 "Reuben" and "best humor strip" awards. Has 542 client papers.

Daily and Sunday

MR. ABERNATHY

Although relatively new, already a solid success (237 papers)—and steadily climbing toward the "star" class.

Daily and Sunday



and—**Bringing Up Father, Professor Phumble, Henry, Mrs. Fitz, Grandma, Nubbin, Popeye, Ponytail** (Sunday), **Hubert** (Sunday), **The Little Woman** (Sunday), **The Katzenjammer Kids** (Sunday), **Mr. Breger** (Sunday), **The Little King** (Sunday), **Myrtle, Little Iodine** (Sunday), **Felix the Cat, Etta Kett**

KING Features Syndicate

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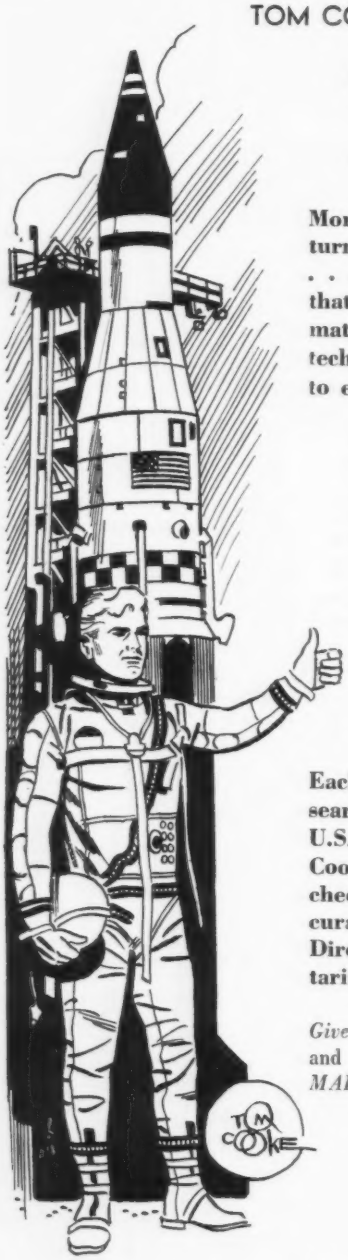

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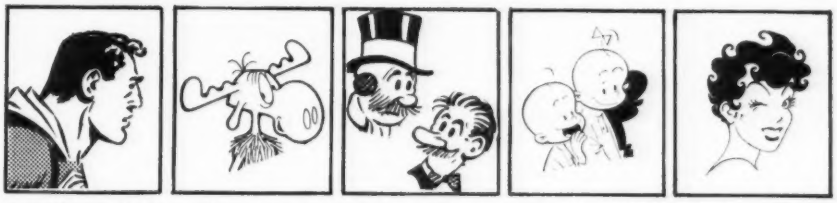

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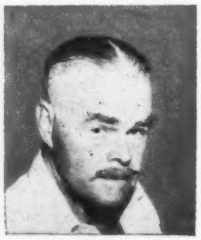

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TAURUS (Apr. 20-May 20): Money spent improving surroundings is well spent. Day for experimenting, travel — and for expanding sphere of contacts. Later a discussion proves of value. If you remember sense of humor — you gain.

GEMINI (May 21-June 20): Favorable lunar aspect highlights journeys, ideas, writing. You can attract attention of "important" persons. Avoid scattering forces. Don't "hang on" at social affair tonight.

CANCER (June 21-July 22): Foolish to try to impress through extravagance. Expression of true feelings can now accomplish much. Welcome new friends Changes indicated. Good to plan vacation, travel.

LEO (July 23-Aug. 22): Cycle high. Fine for writing, making contacts, asserting ideas. Family member requires "special attention." Turn on LEO charm! Base actions on LOGIC rather than emotion.

VIRGO (Aug. 23-Sept. 22): Being alone is not the same as being lonely. Welcome some time to yourself! Time for planning Your thoughts, ideas will take form. You can now find practical ways of accomplishing goal.

LIBRA (Sept. 23-Oct. 22): You can profit through association with friend. This is day you CAN combine business with pleasure! Share hobby, interests. Evening favors entertainment — dining out, attending theater.

SCORPIO — Oct. 23-Nov. 21): Day of EXPERIMENT — write letters — meet people. Elevate standing in community. Put reputation on line for sincere beliefs Obtain valuable hint from today's CANCER message.

SAGITTARIUS (Nov. 22-Dec. 21): Fine lunar aspect highlights travel, vacation, meaningful experience. You are able to absorb knowledge. Very good for putting thoughts on paper. Discuss future plans, publicity.

CAPRICORN (Dec. 22-Jan. 19): One close due to offer frank opinion. Instead of being offended — be complimented. Know that honesty is meant for your benefit — not as insult Money question will come out "all right."

AQUARIUS (Jan. 20-Feb. 18): Circumstances take strange twists, turns. Proposal made appears aimed at your pocketbook. Hold fight to budget resolutions! Time on your side. No day for taking chances.

PISCES (Feb. 19-Mar. 20): Perform necessary duties. Get details out of way early. This evening favors "creative relaxation" Emphasis on work, completion of project. Obtain hint from AQUARIUS message.

* * *

IF TODAY IS YOUR BIRTHDAY . . . sire to express yourself. You are at you possess original ideas and a detracted to the entertainment world and could succeed as a director, writer or public relations advisor.

* * *

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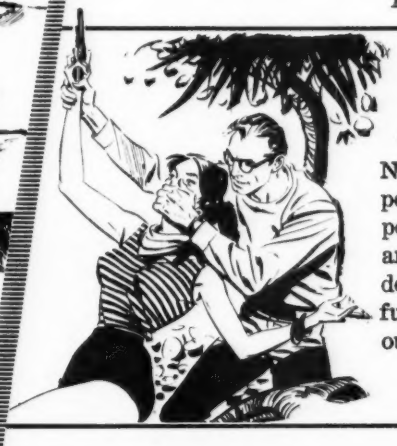

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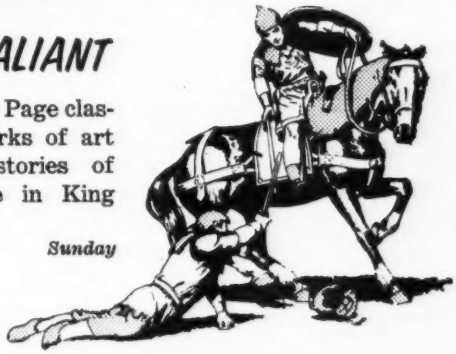

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WASHINGTON, D. C.—The White House says Mr. Johnson has not engaged in personal business since becoming president. Of course not. Nobody can dance all night and still run a TV station.

Manila police say the person who beheaded a farmer in the Philippines a few days ago was probably a head hunter. Or a very hurried necktie thief.

Richard Nixon claims that under the Democrats, U. S. prestige has fallen in Europe, Asia, Africa, [illegible]rica. President Johnson says maybe so, but [illegible] see it in Texas!

A survey shows retail sales are up [illegible] the government has caught the culprit [illegible] tax cut and made him get married.

You think Barry Goldwater is conse[illegible] *the fellow who believes in two-piece bathing* [illegible]?

And there's this politician who says he kn[illegible] honesty is the best policy, but he can't afford the prem[illegible]

—Jack Wilson

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THE FAMILY CIRCUS By Bil Keane

"I'll eat your lima beans if you'll eat my corn."

OFF THE RECORD By Ed Reed

"I just sold the car, dear—got three cents a pound for it."

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"Wagon Train just reached the Pacific Ocean. Now what?"

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"It seems like some of the most important things a man ought to know are the hardest to learn."

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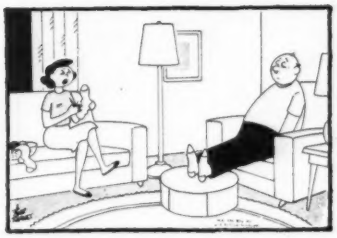

"You're a barrel of fun when one little corner of your mouth turns up."

AMY by Mace and Tippit

"I know it's Saturday . . . but it's time for your coffee break."

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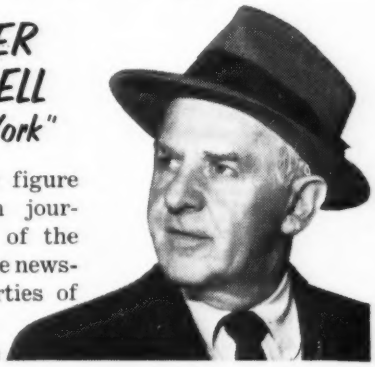

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Bridge—dS-ill-ilm—Charles Goren ..... CTN
Bridge Column—d ex S-400-1c12-ill-ilm- man-tape—Oswald Jacoby ..... NEA-DNB
Bridge Deck—dS-500-mim— Florence Osborne ..... PNS-MIL-CWF
Contract Bridge—7tw-mat—B. Jay Becker ..... KFS
Contract Bridge—7tw-mim-ilm— B. Jay Becker ..... CP
Sheinwold On Bridge—dexS-350-mim-ilm- tape; S-700-mim-ill—Alfred Sheinwold ..... GFC
Standard Bridge—d-1c5½"-150-mat— M. Harrison-Gray ..... MS
Tomorrow's Bridge Today—dS-500-mim- ilm—William Seamen ..... RTS-KEL
Win At Bridge—d ex S-400-1c12-ill-ilm- man-tape—Oswald Jacoby ..... NEA-DNB
Winning Contract—d-350; S-500-mim- mat—Howard Schenken & Richard Frey ..... BM-KEL-DNB-MIL

7—BUSINESS - FINANCIAL

Analysts' Panel, The—S-250-man- mim—Donald I. Rogers ..... IN
Babson's Authentic Release—w-800- mim—Roger W. Babson ..... PFB
Behind the News in Business—
Breadwinner's Journal, The—3tw- 450- 6tw-mim—Leslie Gould ..... KFS
man-mim—Donald I. Rogers ..... IN
British Financial Week—w-var-mim ..... AFP
Business and Finance—tw-500-mim— Carl Ritter and Carl Plain ..... CNS
Business Bulletin—5tw-var-mim ..... AFP
Business Financial—w-250-mim ..... AFP
Business, Financial, and Banking—fn 800-1200-man ..... GLN
Business News Charts—sea-1c-2c-3c- ill-ilm—Staff ..... NEA-DNB
Business Outlook—tw-var-ilm-proof— J. A. Livingston ..... PNS-CWF-MIL
Business Today—d-mim-800— Elmer Roessner ..... BM-MIL-KEL-DNB
Canadian Business Report—5tw-mim— John Meyer ..... TSS
Candid Capsule Comment—d-15- man—Staff ..... SS
Charting the Grains—sw-400-mim— Donald W. Martin ..... CNS
Coffee, Cocoa and Sugar Bulletin— w-var-mim ..... AFP
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Cy Barrett Says—d-350-mim— Cyrus Barrett, Jr. ..... NNS
Daily Investor, The—5tw-500-mim-tape —William A. Doyle ..... UFS-BUF
Dr. Palyi Comments—w-man— Melchior Palyi ..... CTN
Economist On Today's World, The—w-700- man—Various writers on The Economist (London) ..... EI
Euromarket News—w-12 to 15 stories per week-70 to 250 words each on business in Europe-mat-with one editorial and one regional round up-2 issues included —Staff ..... MAC
Everybodys Money—3tw-mim—Merryle Stanley Rukeyser ..... BHS
Everyday Law—d-150-mim— Martin J. Ross ..... LAW
Family Finance—w-700-mim— Betty Yarmon ..... WNS
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New Products—w-500-man-on AP wires—Ed Morse ..... AP
News Charts—1c-2c-3c-mat—Staff ..... NEA-DNB
Noticiero Economico—fn-500-800-offset-mim-Spanish, English & Portuguese-staff correspondents & outside contributors ..... FNS
People and Problems—d-150-500-mim—Martin J. Ross ..... LAW
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Success Story—w-500-wire—Staff ..... UPI
Successful Investing—dexS-200-mim-tape—Roger E. Spear ..... GFC
Ticker Toons—dexS-1c3¾"-mat—Jud Hurd ..... UFS-BUF
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Trade Winds—dexS-800-mim-tape—Lou Schneider ..... BM-KEL-DNB-MIL
Wall Street Perspective—S-500-wire—Staffers ..... UPI
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Washington Banktrends—w-500-mim—Staff ..... WNF
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Youth-Parent Council, The—5tw-2c7"-300-350-mim—Martha Lee ..... MA

S—CARTOONS AND PANELS

Abe Martin—d-1c2¾"-25-ill-ilm—Staff ..... NNS
Ab Libs—dexS-1½c-mat—Jim Whiting and Larry Hurb ..... GFC
Alec The Great—dexS-1c4"-mat—Edwina ..... GMA-MIL
All in Sport—d-1c-2c-mat— Chet Adams CTN
All-Stars—d-1c2⅛"-mat—Al Liederman ..... UFS-BUF
American Journal The—d-2c2½"-mat—Jim Baker ..... DF
Amy—d-2c2¾"-mat—Mace-Tippit.... BTS-KEL
An Altar Boy Named Speck—w-2c6"-mat—Margaret Ahern ..... NCW
Andy Capp—d-3c4"-mat—Fred Smythe .... MIL
Art Linkletter's Kids—d-2c-mat—Art Linkletter ..... KFS
Aunt Het—dexS-ill-ilm—Roy Ketcham ..... PNS-CWF-MIL
Barron Cartoons—3tw-3c-mat—Sidney Barron ..... TSS
Belvedere—dexS-2c-mat—Nat Greenwood ..... AD
Berry's World—d-2c4½-mat—Jim Berry ..... NEA-DNB
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes .... RTS-KEL
Between Us Girls—d ex S-1c1⅞"-mat—Ashton Wing and Jeanne Harris .... AF
Big George—d-2c-ilm; S-hps-tps-mat—Virgil Partch ..... PNS-CWF-MIL
Blitz Brothers—d-2c-mat—Bill Sakren ..... MCN-CWF
Bonnie—d-4c-2c-mat—Joe Campbell ..... MCN-CWF
Box Seat—d-1c-mat—Ray Helle ..... CTN
Brother Juniper—dexS-2c-ilm—F. Mac ..... PNS-CWF-MIL
Buenos Dias—d-Spanish & English—Ed Nofziger (Eduardo) & Hanna Hutchison (Author) ..... RI
Business Daze—dexS-2c4¼"-mat—selected from works of 16 artists ..... GFC
Candy—w-2c5"-mat—Tom Dorr ..... CSP
Caricatures—tw-1c-mat—Brandel ..... CTN
Carmichael—d-1c5"-mat-ill—Dave Eastman ..... LAT-TNS
Carnival—d-2c5¼"; S (plus Mr. Merryweather)-hps-tps-pt-mat—Dick Turner ..... NEA-DNB
Cartoon Books—w-book form—Various Authors ..... BPS
"Cartoon Humor Service"—q-36-multi-size-mat—Various Cartoonists ..... GF
Channel Chuckles—d-1c3¾"-ilm; S-hps-tps-pt-mat—Fil Keane ..... RTS-KEL
Cheerful Cherub—d-1c2½"-mat—Rebecca McCann ..... GMA-MIL
Ching Chow—d-1c—Will Henry ..... CTN
Church Chuckles—w-1c2½"-mat-glossy proof; 2c4½"-mat-glossy proof-optsermonette—Charles Cartwright ..... CAR
Church Chuckles—w-2c-mat-glossy proof—Charles Cartwright ..... SM
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SM
Comedy Corner—w-1c3¼"-ill-ilm .... NEA-DNB
Community Capers—w-2c-3c-mats-glossy proofs—Al Smith ..... SM
Country Parson—w-1c-mat-glossy proof—Frank Clark ..... SM
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS-KEL
Cow Pokes—w-2c4-3c6-mat or orp—Ace Reid C
Cuties—d-1c-2c—E. Simms Campbell ..... KFS
Day Shift—d-2c4⅜"-mat—Frank Adams ..... HLS-CWF
Dennis the Menace—d-2c4⅜"; S-pt-hps-tps-mat—Hank Ketcham ..... HLS-CWF
Dinah Mite—d-1c Panel Cartoon-mat—Joe E. Buresch ..... JEB
Editorial Cartoons—d-3c-mat—Duncan Macpherson ..... TSS
Emmy Lou—d-2c4¼"-1c2"-S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-BUF
Ever Happen To You?—d-1c-2c-mat—Bud Blake ..... KFS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS-KEL
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—Walt Ditzen ..... PNS-CWF-MIL
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PNS-MIL-CWF
Fletcher, The 4-H'r—w-1c3"-mat—Joe E. Buresch ..... JEB
Footnotes—dexS-1c2"-mat—Courtney Dunkel ..... LAT-TNS
For and About Teenagers—w-3c5-mat—Staff ..... CSP
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Forty-Odd—dexS-2c-mat—The Lulls & Irwin Caplan ..... GFC
From Nine to Five—dexS-1c-2c-ilm—Jo Fischer ..... PNS-CWF-MIL
Funsters—d ex S-1c2½"-mat—John Broudhecker ..... AF
Ginger—*dexS-2c3⅛"-mat—Getterman ..... UFS-BUF
Girls, The—dexS-1c-2c-mat—Franklin Folger ..... PNS-CWF-MIL
Glamor Girls—d-2c; S-pt-hps-mat—Don Flowers ..... KFS
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Little Lulu—d-4c-mat—Marge ..... CTN
Little Woman, The—d-1c-2c; **mat;** S-hps-tps-pt—**Don Tobin** ..... KFS
Long Shots—d-3c1 9/16"-mat—Fred Thomas ..... HLS-CWF
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
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Mostly Malarky—d-2c, S-tps-mat—Wally Carlson ..... CTN
Mr. Tweedy—dexS-2c3¼"-mat—Ned Riddle ..... GFC
Neighbors—d-2c-mat—**George Clark** ..... CTN
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Sparky—d ex S-2c-ilm-Mel Casson ..... PNS-CWF-MIL
Sports Cartoon—dexS-2c4¼"-3c7¼"-mat—Tom Paprocki ..... APN
Sports Cartoon—1c2½"-2c4"-mat-ill British Artists ..... JL
Start of a Star—occ-1c3"-orp-Frand Hedlund ..... RE
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Still Life—d-2c-mat—Jerry Robinson .... CTN
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Then—Now—d-1c-mat—Roy L. Fox ..... CTN
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Traveling Light—w-2c-mat—The Sloanes and Jim Weakley ..... GFC
Trixie the Trader—w-2tw-1c2¾-mat or proof—Dick Ericson ..... SM
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TV Micro Funnies—d-1c3¼"-ill-ilm—Geo. Lemont ..... NEA-DNB
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Vacation—ads-an-1c3½"-mat-ill-ilm—Staff ..... NEA-DNB
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Webster Cartoons, H. T.—w-2c4"-mat-glossy proofs—H. T. Webster ..... SM
Wee Women—dS-1c1½"-mat—Mel Lazarus ..... GFC
Why We Say—dexS-1c3"-mat—Bob Morgan and Pete Hoffman ..... GFC
Woody's World—d-2c-mat—John Holm .. NNS
Word-A-Day—dexS-1c-mat-ill—Micky Bach ..... PNS-CWF-MIL
Worthal On Women—dS-var-man—Edmund R. Hercer ..... AA
X-Rays—d-2c2½"-mat—John Albano ..... GMA-MIL
Yogi Bear—S-pt-hps-tps-mat—Hanna-Barbera Productions ..... MCN-CWF

9—CHESS - CHECKERS

Chess—d-2c4"-mat—Leonard Barden .. MS
Chess Master—w-1c3—mat-glossy proof—George Koltanowski ..... GG

10—CHILDREN

A Child's World—2tw-400-mim—Isabelle Buckley ..... PNS-MIL-CWF
Ask Andy—d-300-mim—Ellen Walpole ..... LAT-TNS
Attention All Mothers—dS-var-man—Sandra Coffing ..... AA
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Child-Parent Relations—The Mature Parent—tw-350-2c8"-man-tape—**Mrs. Muriel Lawrence** ..... NEA-DNB
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Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
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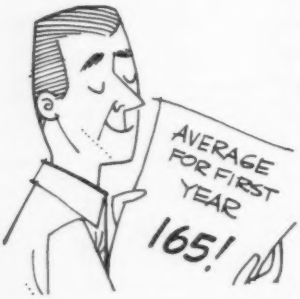

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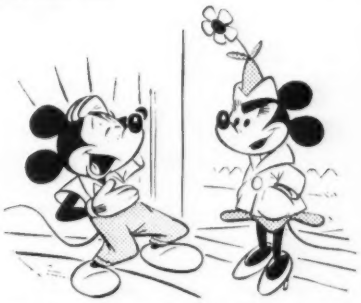

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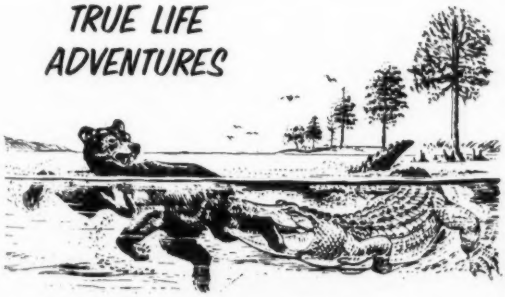

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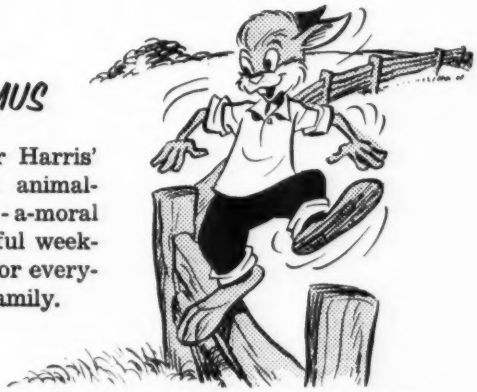

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Karikature Karnival—w-1c6"-200-blo-with Caricature-ilm—Joe Kaliff ..... AMF
Karikaturettes—w—Staff ..... AMF
Kennel and Leash—S-500-mim—Maxwell Riddle ..... CF-MIL
Kitchen Cynic—5tw-2c6"-mim—Bern Sharfman ..... AMF
Know Your Hemisphere—w-450-mim-CNS correspondents ..... CNS
Krock Column—3tw-750-mim—Arthur Krock ..... NYT
Las Vegas Limelight—1c—Barney Glazer TCN
Latin News Roundup (in Spanish and English)—w-750-mim ..... CNS
Laughs On Broadway—w-S-500—Bob Condon ..... IN
Law Brief—d-150-500-mim—Martin J. Ross ..... LAW
Lawrence Dispatch—5tw-600-mim—David Lawrence ..... PNS-MIL-CWF
Lawrence Fertig—S-750-mim—Lawrence Fertig ..... CF-MIL
Lema's Lessons by Champagne Tony—3tw-ill—Tony Lema ..... MCN
Lesson in English—dexS-mim-115-400-man—W. L. Gordon ..... WLG-MS
Let The Ladies Decide—5tw-2c-300-400-mim—Lawrence Cavendish ..... MA
Let's Explore Your Mind—d-1c-2c-300-ilm; S-300-hpt-tps-ill-ilm-mat-tape—Sylvanus and Evelyn Duvall ..... NNS
Let's Talk It Over—d ex S-500-man—Dr. Douglas Wilson ..... CWF
Life Begins at Forty—4tw-mim—Robert Peterson ..... KFS
Lightest Mexico—5tw-500-mim—John Abney ..... JO
Lightly Speaking—w-700-mim—Charles M. Guthrie ..... ALB
Lippmann Column—sw-500-mim—Walter Lippmann ..... LAT-TNS
Listen Americans—w-500-man—Dr. George S. Benson ..... NEP
Little Old New York—Broadway—tw-man—Ed Sullivan ..... CTN
Lively Arts Package—w-mim—Chronicle Columnists ..... CHR
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
Local Affairs Service—d-600-man—Monte F. Bourjaily & Staff ..... GS
Looking Ahead—w-500-man—Dr. George S. Benson ..... NEP
Looking At Washington—w-2c-man-tape—Editors ..... EC
Love on Life—w-700-mim—Philip H. Love ..... NANA-CWF
Lyons Den, The—d-850-mim-tape—Leonard Lyons ..... HLS-CWF
McLemore Says—5tw-600-mim-tape—Henry McLemore ..... MCN-CWF
Magazine Rack, The—S-300-500-mim—Al Horne ..... LE
Magic Carpet Over Broadway—dS-2c6"-man—Joe Kaliff ..... AMF
Male Polish—w-500-ill-mim-tape—Donald Goodwin ..... GFC
Man-in-The-News—d ex sat-500-mim — NYT
Mary Haworth's Mail—5tw-mim—Mary Haworth ..... KFS
Mary McGrory—political reporter—750-mim—Mary McGrory ..... UFS-BUF
Mary Merryfield Column—d-man—Mary Merryfield ..... CTN
Maybe This Week Will Get Better—S-man—Elmer Muffwinkle ..... CTN
Medical Memos—5tw-150-mat-ill—H. L. Herschensohn, M.D. ..... LAT-TNS
Memo From Gramps—w-400-mim—Ronald Anders ..... AR
Mexican News Roundup—w-450-mim—Jamec Budd ..... CNS
Modern Almanac, The—w-man—Herb Daniels ..... CTN
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Moon Messages For You—d-8x14-300-mim—Cullen Moore ..... CMS
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Mostly About Dogs—S-man-ill—Tom McNally ..... CTN
Motion Picture Column—5tw-450-mim—James Meade and Dave McIntyre ..... CNS
Movies—d-500-mim—Bosley Crowther..... NYT
Mr. Billopp—d-300-man—Francis F. Beirne ..... FJM
Mr. Fix-It—w-2c-man-ilm—Harold Smith ..... CTN
Mr. Meltzer on Real Estate—w-800-mim—Bernard C. Meltzer ..... RTS-KEL
Murder He Says—w-700-800-mim—Peter Markos ..... VN
My New York—3tw-mat-proof—Mel Heimer ..... KFS
My New York—3tw-mat-proof—Mel Heimer ..... CP
Nason on Education—3tw-400-mim—Dr. Leslie J. Nason ..... APN
National Whirligig—d-mim-1200-tape-w-800-tape—Andrew Tully ..... BM-KEL-MIL-DNB
New Apostles, The—w-600-mim-ill-ilm—Glenn D. Kittler ..... NCW
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... JL
New Products—w—Ida Fried ..... EPS
News Dispatches on Topics of Current Interest—dexS-300-600-mim-ill-ilm-tape—Ray Cromley, Dick Kleiner, Leon Dennen, Bruce Blossat, Tom A. Cullen, Gaynor Maddox, Rosette Hargrove, Ward Cannel, Jerry Sheehan, Joan Crosby, Boyd Lewis ..... NEA-DNB
News Focus—4tw-500-mim—Charles Bartlett ..... PNS-CWF-MIL
News Notes—w-2c18"-man-tape—Staff ..... EC
News of the Week in Review—w-500-wire—William D. Laffer ..... UPI
News Report From Washington—w-2c6"-man—Wes Hayden ..... EC
News Service—d-U.S., Canada, Europe-wire service ..... NYT
New York Cavalcade—6tw-mim—Louis Sobol ..... KFS
New York Theatre Letter—S-man—John Chapman ..... CTN
North Callahan in New York—w-500-mim—North Callahan ..... AS
Now See Here!—4tw-mim—Bert Bacharach ..... KFS
Occupation—Housewife—sw-350-mim—Dolly Reitz ..... LAT-TNS
Of All Places—S-750-mim-ill—Horace Sutton ..... HLS-CWF
Of Smith and Men—tw-350-mim—Jack Smith ..... LAT-TNS
Of Words and Things—w-200-300-mim—Dr. Alexander Gode ..... SCS
Off Beat Diary—w-450-mim—CNS correspondents ..... CNS
Off The Beaten Track—w-525-mim-ill—Bernard Gelman ..... GE
Office Cat—d-w-sw—Edgar A. Moss ..... MOF
Oil News—S-400-wire—Harry Wilson Sharpe ..... UPI
Old and New-mismatics—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
On Second Thought—w-500-mim-ill—Emery Kelen ..... NANA-CWF
On the Line—6tw-mim—Bob Considine ..... KFS
On the Line—dexSat.-mim-var by wire-man—Bob Considine ..... HHS
On The Other Hand—w-2c10-mim—William Gekle ..... WFG
On the Spot—3tw-750-mim-ORP—Marguerite Higgins ..... NE
On The Town—5tw-man—Charles McHarry ..... CTN
On The Town—3tw-700-mim—Radie Harris ..... NE
On World Affairs—3tw-mim—Edgar Ansel Mowrer .... BM-KEL-MIL-DNB
Only Human—5tw—Sidney Fields ..... CTN
Only In America—3tw-600-700-mim—Harry Golden ..... BM-MIL-DNE-KEL
Opinionmakers Speak—w-500-man—George W. Neill ..... PRO
Opportunities Unlimited—6tw-mat-proof—Roberta Fleming Roesch ..... KFS
Our Man Hoppe—3tw-500-mim—Art Hoppe ..... CHR
Our Man in Moscow—w-700-mim—Edmund Stevens ..... NE
Our Religions—w-500-mim—Dr. Carlyle Adams ..... RTS-KEL
Out of Left Field—5tw-750-mim—Stan Isaacs ..... NE
"Out of This ShoWorld"—dS-400-mim—Barney Glazer ..... TCN
Overseas France—d-var-mim ..... AFP
Owl Laffs—w—Staff ..... MOF
Pan American Report—5tw-450-mim—CNS correspondents ..... CNS
Panorama—w-700-mim—David Schwartz....JTA
Parents Ask...From the Gesell Institute of Child Development—5tw-500-mim-tape—Frances L. Ilg, M.D. and Louise Bates Ames, Ph.D. ..... HLS-CWF
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BF
People and Law—d-300-500-mim—Martin J. Ross ..... LAW
People and Politics—tw-750-mim—Milburn P. Akers ..... PNS-CWF-MIL
People and Problems—d-150-500-mim—Martin J. Ross ..... LAW
People Are Funny—dexS-100-mim—Art Linkletter ..... CF-MIL
Personality Spotlight—dexS-400-wire—Staff ..... UPI
Pet Doctor—d-1c6-mat—Dr. A. W. Moller ..... APN
Pet Points—d-1c2-300-ilm-mim—Dr. J. R. Emas ..... RTS-KEL
Photography—w-300-mim—Bart Kinch ..... UPI
"Playing the TV Field with Eunice"—3tw-col. form—Eunice Field ..... TEU
Politics & People—Political column—w-3c-1c-printed proof—Thomas O'Neill ..... FJM
Polyanna—d-w-sw—Staff ..... MOF
Potomac Fever—d-200-man—Jack Wilson ..... RTS-KEL
Problems of Widowhood—w-man—Mabel Kingston Greene ..... CTN
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Pull Up a Chair—5tw-500-man-tape—Frank Jay Markey ..... MCN-CWF
Putting My Knows to the Grindstone!—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Questions & Answers—d-var-mim-tape ..... HS
Questions & Answers (Q & A)—dexS-mim-200-1c5"—Staff ..... ERS
Quips & Clips—(humor, whimsey, philosophy)—w-300-mim—Kerwin Hoover ..... HTF
"Quote" & Unquote, humorous capsule book reviews—w or dexSat.-600w-100d-mim—Edwin T. Grandy ..... GHF
Quotes From the News—7tw-200-wire—Staff ..... UPI
Rafferty Column—w-500-mim—Dr. Max Rafferty ..... LAT-TNS
Rainespout—w-700-mim-some 7x9-8x10 glossy photos supplied—Sandy Raines .... RA
Ralph McGill Column—dS-650-mim-tape—Ralph McGill ..... HLS-CWF
Ramin' Veeck—w-750-mim—Bill Veeck ..... PNS-CWF-MIL
Raymond Moley Column—w-500-mim-tape—Raymond Moley .. BM-KEL-DNE-MIL
Reader's Courtroom—dexS-300-mim-tape—Henry B. Rothblatt, LL.D. ..... GFC
Real Estate—w-500-wire—Edward Cowan ..... UPI
Record Reflections—w-450-mim—Julius Sturm ..... AFS
Red World, The—w-500-mim—Mark Gayn ..... NNS-TSS
Religion—w-500-wire-(for afternoon papers)—Louis Cassels ..... UPI
Religion in the News—w-450-by wire—Jules Loh ..... APN
Religion In Review—w-1,000-mim—Staff ..... RNS
Report From Europe—w-man—Arthur Veney ..... CTN
Report From Latin America—w-man—Jules DuBois ..... CTN
Report From Washington—3tw-man—Walter Trohan ..... CTN
Report on Labor—sw-500-mim—John Herling ..... NNS
Reston Column—3tw-750-mim—James Reston ..... NYT
Richard Starnes Column—5tw-600-mim—Richard Starnes ..... UFS-BUF
Robert C. Ruark's Column—tw-650-mim-tape—Robert C. Ruark ..... UFS-BUF
Rogers Reports—tw-700-mim-man—Warren Rogers ..... HHS
Round Up of World News—w-var-mim—David Horowitz ..... WUP
Ruth Millett's Column—5tw-350-2c5"-man-tape—Ruth Millett ..... NEA-DNB
Ryskind Column—sw-400-mim—Morrie Ryskind ..... LAT-TNS
Sahara Bulletin—sm-var-mim ..... AFP
Say It Straight!—5tw-600-mim—Victor Lasky ..... NANA-CWF
Science and You—S-400-wire—Joseph L. Myler ..... UPI
Science and Medicine—Bryant Evans .... CNS
Science Today—5tw-400-wire—Delos Smith ..... UPI
Seams to Me—tw-400-ill-mim ilm—Patricia Scott ..... PNS-CWF-MIL
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8"-mat-tape—John Robert Powers ..... NNS
Security for You & Veterans Guide—3tw-400-mim—Martin E. Segal ..... APN
Senator Soaper Says—dexS-600-mim—Harold Heffernan ..... NANA-CWF
Senior View, The—w—Sam Siciliano .. SAS
She—3tw-300-500-mim-tape—Eleanor Lambert ..... HLS-CWF
Sincerely, Edan Wright—dexS-500-mim-tape—Edan Wright ..... GFC
Skylines—w-600-mim—Ward Morehouse ..... NANA-CWF
Smart Set, The—6tw-mim—Suzy Knickerbocker ..... KFS
Small Worlds Around Us—d-500-mim—Lynn M. Watkins ..... RTS-KEL
Sniffy—d-4c—George Fett BM-DNB-KEL-MIL
So That's Why—w-man—Gwen Morgan .... CTN
So They Say—dexS-150-1c3½"-man-tape—Celebrities ..... NEA-DNB
Social Assignments—Staff ..... CNS
Solunar Tables—w-500-mim-ilm—John Alden Knight & Richard Alden Knight ..... RTS-KEL
Southwest Features—Staff ..... CNS
Space Age Report—3tw-400-mim—Frank Macomber ..... CNS
Space I. Q.—dexS-500-mim—William Weiser ..... CF-MIL
Spanish Language Report—w-450 ..... CNS
Sport Scene—3tw-2c7"-man-mim—Lee James ..... JL
SportShelf—w-1c6"-man-mim—Jeff Lee ..... JL
Sports Before Your Eyes—d or w—Harry S. Donen ..... DHS
Sports Column—3tw—Jack Murphy ..... CNS
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Sports Vista—3tw-450-mim—Gene Gregston ..... CNS
Spotlight On Education—w800-mim—Dr. Benjamin Fine ..... NANA-CWF
Squirrel Cage—5tw-mim—Douglass S. Welch ..... KFS
Stars and Lovers (Questions & Answers)—w-3c-1000-mim—Cullen Moore ..... CMS
Strength For Today—dexS-250-mim—Dr. Earl L. Douglass ..... CF-MIL
Strictly Fresh—w-150-1c4"-man-mat-ill—Staff ..... NEA-DNB
Strictly Personal—5tw-500-mim-tape—Sydney J. Harris ..... PNS-CWF-MIL
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Sugar and Spice—w-600-mim—Bill Smiley ..... TNS
Sulzberger Column—3tw-750-mim—C. L. Sulzberger ..... NYT
Sum and Substance—w-750-mim—Rev. John B. Sheerin, C.S.P. ..... NCW
Sunday School Lesson—S-750-mim—Dr. Earl L. Douglass ..... CF-MIL
Talk of the World—3tw-500-mim—20 Correspondents around the world ..... CHR
Teen-Age Canada—w-700-mim-ilm—Jack Hutton ..... TNS
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS-KEL
Teenagers Say—w-1000-mim—Lester Rand ..... YR
That's For Sure—3tw-400-mim—Charles G. Griffo ..... TPI
The Battle and The Breeze—5tw-600-mim—Celestine Sibley ..... WNS
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA-DNB
The Big Story—w-600-wire—Harry Wilson Sharpe ..... UPI
The Changing Scene—5tw-600-mim—Kenneth L. Dixon ..... UFS-BUF
The Lighter Side—5tw-400-wire—Dick West ..... UPI
The Man Behind the News—w-1250-mim—Larston D. Farrar ..... FNF
The Once Over—dexS-900-mim—H. I. Phillips ..... BM-KEL-DNB-MIL
The Record Shop—w-600-2c10½"-man-tape-ill-ilm—Joan Crosby ..... NEA-DNB
The Stars This Week—dS-800-mim—Doris Gay ..... AA
The Teacher—3tw-300-mim—CNS Correspondent ..... CNS
The Well Child—Medical Column—w-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. .... NEA-DNB

Theatre—S-700-man—**William Glover** .... APN
Theatre—d-500-mim—Howard Taubman .. NYT
Theatre Letter—w-800-mim—
Walter F. Kerr ..... PNS-MIL-CWF
Theatre Personalities—w-750-mim—
George Oppenheimer ..... NE
These Days—d-mim—
John Chamberlain ..... KFS
These Rights Are Yours—3tw-500-mim—
Porter R. Williamson ..... TPI
This Business of Writing—w-500-mim—
Larston D. Farrar ..... FNF
This Curious World—w-2c3″-ill-ilm
—Staff ..... NEA-DNB
This Is My Thought—d-750-mim—
Larston D. Farrar ..... FNF
This Wild West—w-700-mim—
Lucius Beebe ..... CHR
This World of Ours—w-750-mim—
Richard F. Pattee ..... NCW
Three Minutes A Day—dS-150-man—
James Keller ..... MCN-CWF
Tips for Teens—tw-300-ilm—
Elinor Williams ..... MCN-CWF
Today's Education—S-750-mim—
Dr. Robert E. Wilson ..... CF-MIL
Today's Index—dS-1⅛″-mat—
Dick Peeples ..... AF
Today's Sports Parade—6tw-400-wire—
Oscar Fraley ..... UPI
Today's Teens—w-300-mim—
Lester Rand ..... YR
Today's Women—sw-500-by wire—
Joy Miller ..... APN
Tomorrow's Bridge Today—dS-500-mim-ilm—
William Seamon ..... RTS-KEL
Topic of the Day—w-200 to 600-mim—
David Benarone ..... WUP
Topical Medicine—irr-var-mim ..... AFP
To The Point—5tw-350-mim-tape—
Russell Kirk ..... GFC
To Your Good Health—dS-500-mim-tape—
Dr. Joseph G. Molner ..... PNS-CWF-MIL
Topics—irr-var-mim ..... AFP
Travel Column—w—Richard Joseph ..... CTN
Truth for Today: Let's Ask The Bible—
d-400-mim—A. G. van Campen ..... GS
Try And Stop Me—6tw-mat-proof—
Bennett Cerf ..... KFS
Try And Stop Me—6tw-mat—
Bennett Cerf ..... CP
TV Notebook—w-450-550-4c6½″-man-
ill-ilm-tape—Joan Crosby ..... NEA-DNB
TV Off Camera—S-500-wire—
Doc Quigg ..... UPI
TV Personalities—d-300-man-ill-ilm—
Erskine Johnson ..... NEA-DNB

TV Preview for Next Week—w-500-600-
man ..... NEA-DNB
TV-Radio—d-500-mim—
Jack Gould ..... NYT
TV Scout—Television Preview Service—
d-500-600-man ..... NEA-DNB
Two Minute Mystery—d-w-300-500-
series-col.—Donald J. Sobol ..... TM
Type Tidbits—5tw-w-100-mim—
Earle Tempel ..... TEM
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
U-Bild-It—dS-var-man-mim-ill—
Steve Ellingson ..... UB
Under Twenty—w-8 separate cols.-500-
mim—Kurt Larson and others ..... CF-MIL
United Nations—S-mim—Pierre J. Huss KFS
U.N. Features—w-ind-500-750-mim-man-
var—Charles P. Howard, Sr. ..... HNS
U. N. Letter—w-800-mim—Saul Carson....JTA
United Nations Column—S-var-by wire-
mim-man—Pierre J. Huss ..... HHS
Useless Information—w-300-mim—
Paul Steiner ..... NANA-CWF
Variety—irr-var-mim ..... AFT
Vaughan at Large—3tw-600-mim—
Bill Vaughan ..... BM-KEL-DNB-MIL
Video Vignettes—w-2c5″—
Marcia Michels ..... AMF
Views of Sports—6tw-900-mim—
W. W. "Red" Smith ..... PNS-CWF-MIL
Vintage Years, The—w-4c(separate)-500-
mim—R. O. Beckman ..... CF-MIL
Voice of Broadway—6tw-mim—
Dorothy Kilgallen ..... KFS
Washington—w-500-mim-var—
Vera Glaser ..... WNS
Washington Beat—S-800-mim-tape—
Leslie Carpenter ..... HLS-CWF
Washington Calling—tw-700-mim-tape—
Marquis Childs ..... UFS-BUF
Washington Capital News Service....
6tw ..... UPI
Washington Column—dexS-600-2c10″-man-
tape—Bruce Biossat, Ray
Cromley ..... NEA-DNB
Washington Column—5tw-300-mim—
Joseph A. Dear ..... DPR
Washington Daybook—dexS-900-man—
Reed Blaine ..... GS
Washington Lowdown—d-750-1000-mim—
Larston D. Farrar ..... FNF
Washington Merry-Go-Round—dS-600-mim-
tape—Drew Pearson .... EM-KEL-DNB-MIL
Washington News Notebook—w-600-1000-
3c6″-man-tape-ill-ilm—
Washington Staff ..... NEA-DNB

Washington Report—5tw-mim—
Fulton Lewis, Jr. ..... KFS
Washington Scene—5tw-mim—
George Dixon ..... KFS
Washington Scrapbook—w-man—
Walter Trohan ..... CTN
Washington Window—3tw-400-wire—
Lyle C. Wilson ..... UPI
Washington Wonderland—S-mim—
Ruth Montgomery ..... KFS
Washington Wonderland—S-var-by wire-
mim-man—Ruth Montgomery ..... HHS
Watch Dog—w—Staff ..... MOF
Watch on the Potomac—3tw-700-mim—
Robert G. Spivack ..... PNS-MIL-CWF
Watch Your English—d-200-mim—
Carroll H. Jones ..... RTS-KEL
Week in Religion, The—w-900-var-mim—RNS
Weekly Personality Column—w-man—
Marilou Hedlund ..... CTN
What About Retirement—w-500-mim—
Frank Corrick ..... CNS
What Kind of World?—w—Dr. Robert
Maynard Hutchins ..... LAT-TNS
What Young People Think—w-600-ilm—
Eugene Gilbert ..... APN
What's The Law—d-500-mim—
Jack Strauss ..... BM-MIL-KEL-DNB
What's Your Problem?—d-w-500-mim—
Linda Lawrence ..... RFS
Why Grow Old?—dS-500-mim-tape-ill—
Josephine Lawman ..... RTS-KEL
Widener Column—3tw-mim—
Alice Widener ..... USA
William S. White Column—**Washington**—
tw-650-mim-tape
William S. White ..... UFS-BUF
Win At Bridge—d ex S-400-1c12-ill-ilm-
man-tape—Oswald Jacoby ..... NEA-DNB
Wisdom in the Street—2c4″-2c6″-mim
—Charles Rehns ..... CH
Woman Alone—tw-300-mim—
Helen Gurley Brown ..... LAT-TNS
Woman to Woman—5tw-400-wire (for
morning papers)—Patricia
McCormack ..... UPI
Women Now—5tw-man—Dorothy Roe .... CTN
Women's Features—w-Staff ..... CNS
Wonderful World of Animals—
Women's World—w-500-mim ..... WNS
d&/or S-400-500-mim-ilm—Dr. Frank
Miller, D.V.M.; Hubert Buel, Artist CHR
Working Girl's Notebook—5-tw-man—
Marion Odmark ..... CTN
World Affairs—w—Vice Adm.
Ruthven E. Libby ..... CNS

World Affairs Questions—w-600-800-
mim—Edgar Ansel Mowrer ..... NANA-CWF
World Echoes—w-600-mim ..... NANA-CWF
World Today, The—dexS-500-by wire—
James Marlow ..... APN
World's Week—w-500-mim—Copley
News Service ..... CNS
Worrier's Guide—w or d-2c8″-proof—
Jan Webster ..... TA
Worry Clinic, The—dexS-mim-650-man-ill-
ilm-tape—Dr. George W. Crane ..... HPS
Worthal On Woman—dS-var-man—
Edmund R. Hercer ..... AA
Yankee Doodles—5tw— David Kenkston .... RI
Yardstick, The—w-750-mim—
Msgr. George G. Higgins ..... NCW
Years of Fulfillment—w-600-800-mim—
Henriette Kish ..... WNS
You And Your Personality—dS-var-man
—Charlotte Clemens ..... AA
Young Hobby Club—d ex S-250-1c-ill-
mim-ilm—Cappy Dick ..... PNS-CWF-MIL
Young Ideas—w-600-mim—
Jeanne Sakol ..... WNS
Young Living—3tw-300-mim-tape- ilm—
Enid A. Haupt ..... HLS-CWF
Young Moderns—w-400-man-ill-ilm—
Vivian Brown ..... APN
Your Baby & Mine—d-500-mim-tape;
S-600-mim-tape—
Myrtle Meyer Eldred ..... RTS-KEL
Your Child's Health—w-500-mim-tape—
Dr. Irving Abrams ..... RTS-KEL
Your Dental Health—w-550-2c7″-man-
tape—Dr. William Lawrence ..... NEA-DNB
Your Education Forum—w-600-mim—
Dr. Benjamin Fine ..... NANA-CWF
Your Family and You—d-500-mim-ill—
Dr. Paul Popenoe ..... NNS
Your Life And Mine—dS-500-mim—
Phyllis Mitchell ..... AA
Your Money (Coins)—w-400-mim—
Frank Graham ..... CNS
Your Money's Worth—5tw-600-mim-tape
—Sylvia Porter ..... HLS-CWF
You're Telling Me—6tw-proof-mat—
William Ritt ..... CP
You're Telling Me—6tw-proof-mat—
William Ritt ..... KFS
You're The Skipper—w-500-ill-min-ilm—
John Bonannan ..... PNS-CWF-MIL
Youth-Parent Council, The—5tw-2c7″-
300-350-mim—Martha Lee ..... MA
Youthful Viewpoint, The—w-1000-mim—
Lester Rand ..... YR

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12—COMICS

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Alley Oop—d-4c2⅛"-5c2¾"-mat; S-hps-tps-pt-hpt-mat—V. T. Hamlin .... NEA-DNB
American Journal, The—d-2c2½"-mat—Jim Baker ..... DF
Andy Capp—d ex S-4c2⅛"-5c2⅝"-mat—Reggie Smythe ..... HLS-CWF
Apartment 3-G—d-4c—5c; S-pt-hps-tps-mat—Alex Kotzky ..... PNS-CWF-MIL
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Avengers, The—dS-hps-ilm—R. Dickens (London) ..... BPS
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Babe 'n' Horace—S-hps-hpt-mat-ill—Les Carroll ..... NEA-DNB
Barney Google and Snuffy Smith—d-4c; S-hps-tps-pt-¼ horizontal-mat—Fred Lasswell ..... KFS
Bat Masterson—d-4c-S-hps-tps-pt-mat—Herron and Nostrand ..... CF-MIL
Beetle Bailey—d-4c-5c; S-tps-hps-pt-mat—Mort Walker ..... KFS
Ben Casey—d-4c2⅛"-5c2¾"-mat; S-hps-tps-pt-mat—Neal Adams ..... NEA-DNB
Ben Hardy and The American Journal—S-hps-tps-mat—Jim Baker ..... DF
Berrys, The—d-4c; S-pt-hps-tps-mat—Carl Grubert ..... PNS-CWF-MIL
Best Foreign Cartoons—dS-hps-ilm—H. Baehr (Germany and Others) ..... BPS
Better Half, The—d-2c2½-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS-KEL
Big Ben Bolt—d-4c-mat; S-hps-tps-pt-¼ box-mat—John Cullen Murphy ..... KFS
Big Sister—d-4c—Bob Naylor ..... KFS
Big Sister—d-4c-5c—Bob Naylor ..... CP
Biddie and Bert—dexS-4c2⅛"-5c2⅝"-mat—Bob Donovan ..... HLS-CWF
Blast Blair—d-4c-comic strip—Keith Willingham ..... UFS-BUF
Blondie—d-4c-5c; S-2/3 pg.-ps-hps-tps-pt-mat—Chic Young ..... KFS
Blue Chips—d-3c-mat—Morrie Erickman ..... BM-KEL-DNB-MIL
Bobby—d-4c; S-hps-pt-mat—Jerry Iger..... PF
Bonnie—d-4c-2c-mat—Joe Campbell ..... MCN-CWF
Boots—S-hps-tps-hpt-mat—Les Carroll ..... NEA-DNB
Boy and Girl—dexS-2c2"-mat—John Rouson ..... GFC
Brenda Starr—d-4c-5c; S-tps-pt-mat—Dale Messick ..... CTN
Brick Bradford—d-4c-5c; S-pt-hps-mat—Paul Norris ..... CP
Brick Bradford—d-4c; S-pt-hps-tps-mat—Paul Norris ..... KFS
Bringing Up Father—d-4c; S-pt-hps-tps-mat—Kavanagh-Fletcher-Greene ..... KFS
Buck Rogers—d-4c-5c-mat; S-hps-pt-tps-mat ..... NNS
Buenos Dias—d-4c2½"-mat—Ed Nofziger ..... GMA-MIL
Bugs Bunny—d-4c2⅛"-mat; S-hps-tps-pt-mat ..... NEA-DNB
Bullwinkle—d-4c-mat—Al Kilgore ..... BM-KEL-MIL-DNB
Bunion—d-3c1½; d-4c2¼-mat—Jack Martin ..... TSS
Bunion—d-3c-4c-mat—Jack Martin ..... NNS
Buz Sawyer—d-4c-5c; S-hps-tps-pt-¼ horizontal-mat—Roy Crane ..... KFS
Caesar—d-4c-mat; S-tps—W. Timyn ..... CTN
Cappy Dick—S-hps-pt-mat-tps—Cappy Dick ..... PNS-CWF-MIL
Captain and the Kids, The—*S-hps-tps-pt-hpt-mat—Rudolph Dirks ..... UFS-BUF
Captain Easy—d-4c2¼"; 5c2¾"-mat; S-hps-tps-pt-hpt-mat—Leslie Turner .... NEA-DNB
Captain Bob's Adventures—d-7¾"x2¼" (also 7"x2")-glossy-mat-plastic plates separate-mim text ..... VAZ
Carnival—d-2c5½"; S (plus Mr. Merry weather)-hps-tps-pt-mat—Dick Turner ..... NEA-DNB
Channel Chuckles—d-1c3¾-ilm; S-hps-tps-pt-mat—Bil Keane ..... RTS-KEL
Chris Welkin—Planeteer—S-hps-tps-pt-mat—Russ Winterbotham (author), Art Sansom (artist) ..... NEA-DNB
Cicero's Cat—S-6"-tps-mat—Al Smith ..... BM-KEL-DNB-MIL
Cisco Kid—d-4c-mat—Jose Luis Salinas and Rod Reed ..... KFS-RGB
Color Comic Sections—S-ps-pt ..... NEA-DNB
Color Comics—S-ps-hps-tps-pt-hpt-mat—Various NEA Artists ..... NEA-DNB
Coloring College—S-hpt-B&W-mat—Matt Curzon ..... CTN
Comic Zoo, The—S-tps-mat—George Scarbo ..... NEA-DNB
Dan Flagg—dS-4c-5c-pt-hps-tps-mat—Don Sherwood .....MCN-CWF
David Crane—d-4c2⅛"-5c2⅝"—Creig Flessel ..... HLS-CWF
Davy Crockett, Frontiersman—d-4c; S-hps-tps-pt-mat—Jim McArdle ..... CF-MIL
Davy Jones—*dexS-4c2⅛"-mat—Sam Leff & A. McWilliams ..... UFS-BUF
Deems—w-4c2"-mat-glossy proof—Tom Oka ..... SM
Dick Tracy—d-4c-5c; S-hps-pt-mat—Chester Gould ..... CTN
Disney Treasury of Classic Tales—S-hps-tps-pt-¼ box-mat—Walt Disney ..... KFS
Dixie Dugan—d-4c; S-pt-hps-tps-mat—MCN-CWF
Doctor Funshine—S-var-mat—William Weber ..... CHR
Donald Duck—d-4c; S-hps-tps-¼ box-mat—Walt Disney ..... KFS
Dondi—d-4c-5c; S-hps-tps-pt-mat—Gus Edson and Irwin Hasen ..... CTN
Dotty—d-4c; S-pt-hps-tps-mat—Buford Tune ..... PNS-CWF-MIL
Dr. Kildare—6tw-4c-5c-mat; S-hps-tps-pt—Ken Bald ..... KFS
Drift Marlo—6tw-4c2½"-mat—Dr. I. M. Levitt, Tom Cooke & Phil Evans ..... GFC
Emmy Lou—d-2c4¼"-1c2"; S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-BUF
Etta Kett—d-4c; S-phs-pt-mat—Paul Robinson ..... KFS
Etta Kett—d-4c-5c; S-hpt-pt-mat—Paul Robinson ..... CP
Ever Happen To You—d-1c-2c-mat—Bud Blake ..... KFS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—Walt Ditzen ..... PNS-CWF-MIL
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS-KEL
Feiffer—w-5c4⅜"-6c5 7/8"-mat—Jules Feiffer ..... HLS-CWF
Felix—d-4c-mat—Joe Oriolo ..... KFS
Ferd'nand—*d-4c2⅛"; *S-hps-tps-pt-hpt-mat—Mik ..... UFS-BUF
Flamingo—d-4c; S-hps-pt-mat—R. A. Roche and John Thornton ..... PF
Flash Gordon—d-4c-mat; S-pt-hpt-tps-¼ horizontal-mat—Dan Barry and Mac Raboy ..... KFS
Fibbertys, The—d-4c; S-tps-hpt-mat—Ray Helle ..... CTN
Flintstones, The—dS-4c-5c-pt-hps-tps-mat—Hanna-Barbera Productions MCN-CWF
Flop Family—d-4c; S-hpt-mat—George O. Swanson ..... KFS
Forever Female—S-pt-hps-tps-mat—Eugene Craig ..... DF
Freckles and His Friends—d-4c2⅛"; S (plus Hector)-hps-tps-hpt-mat—Merrill Blosser ..... NEA-DNB
Freddy—d & S-4c2½"-mat-tps—Rupe ..... GMA-MIL
Fritzi Ritz—S-hps-tps-pt-hpt-mat—Ernie Bushmiller ..... UFS-BUF
Frontiers of Science—6tw-4c2⅛"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ..LAT-TNS
Fun and Games—w-hps-ilm—T. R. Green (Switzerland) ..... BPS
Funland—S-hps-pt-tps-mat—Arthur Nugent ..... BM-KEL-DNB-MIL
Gasoline Alley—d-4c-5c; S-hps-tps-pt-hpt-mat—Frank King (daily), Bill Perry (Sunday) ..... CTN
Geraldine—3tw-4c-mat—Elisabeth Brozowska ..... NNS
Giants, The—d-4c2"-mat—McDayter & McCormick ..... TNS
Gil Thorp—d-4c-5c-mat—Jack Berrill .... CTN
Good Old Days, The—w-3c4"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS-BUF
Good Old Days & Antique Fair—S-tps-mat—Erwin L. Hess ..... UFS-BUF
Gordo—d-4c2⅛"; S-hps-tps-pt-mat—Gus Arriola ..... UFS-BUF
Grandma—d-4c-mat; S-pt-hps-tps—Charles Kuhn ..... KFS
Grandpa's Boy—w-4c2"-mat-glossy-proof—Brad Anderson ..... SM
Grin and Bear It—d-2c-3c; S-hps-pt-tps-mat—George Lichty ..... PNS-CWF-MIL
Hagen, Fagin and O'Toole—d ex S-4c2⅛"-mat—Brinkerhoff and Bowen .... BRI
Handy Family—w-2c2½"-mat—Lloyd Birmingham ..... CSP
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Hawk, The—d-4c-mat—Rod Maxwell and Bob Webb ..... PF
Heart of Juliet Jones, The—d-4c-5c-mat-S-hps-tps-pt-¼ box-mat—Stan Drake .... KFS
Henry—d-4c; S-pt-hpt-tps-mat—Carl Anderson ..... KFS

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Hossface Hank—w-4c2"-mat-glossy proof—Frank Thomas ..... SM
How does it work—w-4c-mat—Bruce Bailey ..... CF-MIL
Hubert—d-2c-S-pt-tps-hps-mat—Dick Wingert ..... KFS
Jackson Twins, The—d-4c-5c; S-hps tps-mat—**Dick Brooks** ..... MCN-CWF
James Bond—6tw-4c-mat—Ian Fleming .... AD
Jane Arden—d-4c2½"-5c2½"-mat—Bob Schoenke ..... RTS-KEL
Jeff Cobb—6tw-4c2½"-mat—Peter Hoffman ..... GFC
Jes' Smith—dexS-4c-mat—Johnny Pierotti ..... CF-MIL
Joe Palooka—d-4c-5c; S-pt-hps-tps-mat—Ham Fisher ..... MCN-CWF
Johnny Hazard—d-4c; S-pt-hps-tps—Frank Robbins ..... KFS
Josephine—dexS-1c-mats—Charles Skilles ..... GFC
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Dan Heilman ..... PNS-CWF-MIL
Katzenjammer Kids—S-pt-hps-tps-mat—Joe Musial ..... KFS
Kerry Drake—d-4c-5c; S-pt-hps-tps-mat—Alfred Ambriola ..... PNS-CWF-MIL
Kevin The Bold—S-hps-tps-pt-mat—Kreigh Collins ..... NEA-DNB
King Aroo—dexS-4c2¼"-2c4¼"-mat—Jack Kent ..... GG
Kitty Higgins—S-5c-7c-mat—Ferd Johnson ..... CTN
Laredo—d-4c2½"-mat—Bob Schoenke ..... RTS-KEL
Larry Brannon—d-4c-mat—Winslow Mortimer ..... NNS-TSS
Les Canadiens—d-4c2"-mat—Albert Chartier ..... TNS
Life With the Rimples—w-4c2¼"-lil-lim—Les Carroll ..... NEA-DNB
Life's Like That—d-1c1⅞"-2c2⅞"; S-hps-tps-pt-mat—Fred Neher ..... BM-KEL-DNB-MIL
Li'l Abner—d-4c-5c-S-hps-tps-pt-mat—Al Capp ..... CTN
Lisons—30 wk. series-mat—French translation Le Comte De Monte Cristo ..... CF-MIL
Little Annie Rooney—d-4c; S-hps-tps-pt-mat—Darrell McClure ..... KFS
Little Brother Hugo—S-7c-mat—Bill Perry ..... CTN
Little Eve—dexS-4c1¼"-mat—Jolita .... GFC
Little Farmer—w-4c2"-mat-glossy proof—Kern Pederson ..... SM
Little Iodine—S-qp-block-hpt-tps-mat—Jimmy Hatlo ..... KFS
Little Joe—S-ps-mat—Robert Leffingwell ..... CTN
Little King—S-hps-tps-mat—Otto Soglow ..... KFS
Little Lulu—d-4c-mat—Marge ..... CTN
Little Orphan Annie—d-4c-5c; S-hps-pt-hpt-mat—Harold Gray ..... CTN
Little Pedro—d-4c-mat—William de la Torre ..... LAT-TNS
Little People, The—S-hps-tps-hpt-mat—Walt Scott ..... NEA-DNB
Little Sport—6tw-4c1¼"-mat—John Henry Rouson ..... GFC
Little Woman, The—d-1c-2c-mat; S-hps-tps—Don Tobin ..... KFS
Lolly—d-4c-5c; S-tps-hpt-ma'—Pete Hansen ..... CTN
Lone Ranger—d-4c; S-hps-tps-pt—Paul Newman and Charles Flanders ..... KFS
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
Love and Laughter—w-hps-lim—Maria Molnar ..... BPS
MacDivot—d-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
Mandrake The Magician—d-4c; S-pt-hps-tps-mat—Lee Falk and Phil Davis ..... KFS
Manny From Mars—w-1c-2c-lil—Fred Treadgold ..... BPS
Mark Trail—d-4c2¼"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... HLS-CWF
Mary Worth—d-4c-5c; S-pt-hps-tps-mat—Allen Saunders and Ken Ernst ..... PNS-CWF-MIL
Maw Green—S-5c-7c-mat—Harold Gray ..... CTN
Mickey Finn—d-4c-5c; S-hps-tps-pt-mat—Lank Leonard ..... MCN-CWF
Mickey Mouse—d-4c; S-hpt-hps-tps-mat—Walt Disney ..... KFS
Miss Peach—d-4c; S-hps-tps-mat-pt—Mell ..... PNS-MIL-CWF
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS
Moco—d-4c-mat-Moco (Mogensen and Cornelius) ..... LAT-TNS
Mona—d-8"2 7/16"-glossy-mat-plastic plates separate mim text ..... VAZ
Moon Mullins—d-4c-5c; S-hps-pt-tps hpt-mat—Ferd Johnson ..... CTN
Mopsy Page—S-hps-pt-tps-mat—Gladys Parker ..... BM-KEL-DNB-MIL
Morty Meekle—d-4c2⅛"-mat; S-hps-tps-pt-mat—Dick Cavalli ..... NEA-DNB
Mostly Malarky—d-2c; S-tps-mat—Wally Carlson ..... CTN
Mountain Boys, The—dexS-2c4⅜"-mat—Paul Webb ..... CF-MIL
Mr. Abernathy—6tw-4c-mat; S-pt-hps-tps-Ralston Jones and Frank Ridgeway ..... KFS
Mrs. Fitz—6tw-4c-mat—Frank Roberge ..... KFS
Muggs and Skeeter—d-4c-5c-mat—Bishop ..... KFS
Muggs & Skeeter—d-4c-mat—Wally Fishop ..... KFS
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith...BM-KEL-DNB-MIL
Nancy—*-d-4c2⅛"-5c2⅝"; *-S-hps-hpt-tps-pt-mat—Ernie Bushmiller .... UFS-BUF
Nero Wolfe—d-4c; S-hps-tps-pt-mat—Rex Stout ..... CF-MIL
Nip and Tuck—w-var-lil—Fred Treadgold ..... BPS
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS
Nut Brothers, The—S-tps-mat—William Freyse ..... NEA-DNB
Odd Bodkins—d-4c2"-mat—Dan O'Neill ..... CHR
Off the Record—d-2c1 5/16-lim; S-hps-tps-pt-mat—Ed Reed ..... RTS-KEL
Old Glory—S-tps-mat—Dick Fletcher and Athena Robbins ..... CTN
Old Home Town—d-2c-3c-mat—Lee Stanley ..... CP
Old Home Town—d-2c-mat—Lee Stanley ..... KFS
On Stage—d-4c-5c; S-hps-tps-pt-mat—Leonard Starr ..... CTN
On Your Guard—w-mim—Jack Lotto ..... KFS
One Up—d-4c-mat—Lew Saw ..... NNS
Opinion-Wise—d-4c-mat—Bill Sakren ..... MCN-CWF
Our Boarding House—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA-DNB
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette ..... HLS-CWF
Our New Age—dexS-1c5⅝"-mat—Athelstan Spilhaus & Gene Fawcette ..... HLS-CWF
Out Our Way—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—Negley Cochran ..... NEA-DNB
Package Deal—w-15 features-mat-glossy proofs ..... SM
Peanuts—*d-4c1½"; S-hps-tps-hpt-pt-mat—Charles M. Schulz ..... UFS-BUF
Penny—d-4c; S-hps-tps-mat—Harry Haenigsen ..... PNS-MIL-CWF
Phantom—d-4c-5c, S-hps-pt-tps-¼ box-mat—Lee Falk and Seymour Barry ..... KFS
Pilot Storm—dexS-4c2 6/16"-mat—Henk Sprenger ..... DWL
Play-Funnies—S-tps-mat ..... CTN
Pocket Cartoons—w-pkge of 10-1c2½"-mat—Selected Cartoons from Panel ..... CF-MIL
Pogo—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... HLS-CWF
Popeye—(see Thimble Theatre)
Pops—w-4c2—mats-glossy proof—George Wolfe ..... SM
Pottsy—S-tps-mat—Jay Irving ..... CTN
Prince Valiant—S-hps-pt-ps-mat—Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"-5c2¾"; S-hps-tps-pt-mat—Al Vermeer ..... NEA-DNB
Professor Phumble—d-4c-mat—Bill Yates ..... KFS
Professor Pi—dexS-4c1 13/16"-mat—V. T. Born ..... DWL
Red Ryder—d-4c; S-hps-tps-pt-mat—MCN-CWF
Rex Morgan, M.D.—d-4c-5c-S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PNS-CWF-MIL
Rick O-Shay—dS-4c-tps-hpt-mat—Stan Lynde ..... CTN
Right Around Home With Myrtle—d-4c; S-pt-hps-tps-mat ..... KFS
Rip Kirby—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandenetti ..... CF-MIL
Rivets—d-1c; S-pt-hps-tps-mat—George Sixta ..... PNS-CWF-MIL
Rural Delivery—w-4c2"-mat-glossy proof—Al Smith ..... SM
Ryatts, The—d-4c2⅛"-5c2⅝"-mat—Cal Alley ..... HLS-CWF
Scamp—d-4c; S-hps-tps-pt-mat—Walt Disney ..... KFS
Secret Agent X-9—d-4c-mat—Bob Lewis ..... KFS

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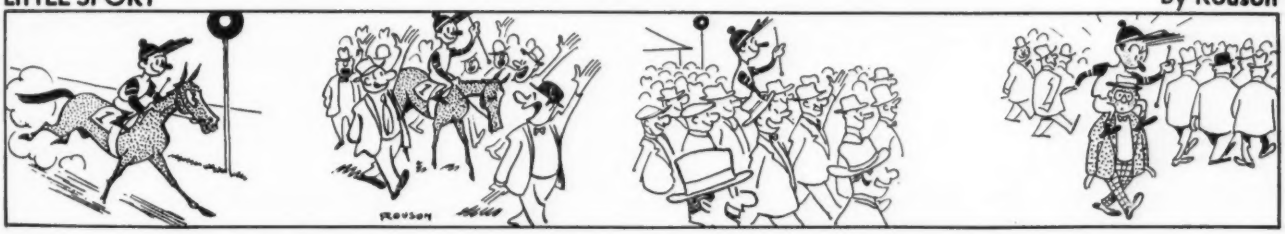

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Smith Family, The—d & S-4c2½"-tps-mat—Mr. & Mrs. George Smith... GMA-MIL
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Sonny South—w-4c2"-mat-glossy proof—Al Courtson ..... SM
Sondags Krumelurer—dS-hps-ilm—F. W. Koenig (Germany) ..... BPS
Spooky—S-5c-mat—Bill Holman ..... CTN
Steve Canyon—d-4c-5c; S-pt-hps-tps-mat—Milton Caniff ..... KFS
Steve Canyon—d-4c-5c; S-ps-pt-hps-tps-mat—Milton Caniff ..... PNS-CWF-MIL
Steve Roper—d-4c-5c-pt-hps-tps-mat—William Overgard & Allen Saunders ..... PNS-CWF-MIL
Stoker The Broker—dexS-1c4¼"-mat—Henry Boltinoff ..... CF-MIL
Strange World of Mr. Mum, The—dS-2c4¾"-pt-hps-pts-mat—Irving Phillips ..... HLS-CWF
Superman—d-4c2 7/16"; S-pt-hps-tps-mat—Wayne Boring ..... BM-KEL-MIL-DNB
Tales from the Great Book—S-pt-hps-tps—John Lebti ..... PNS-CWF-MIL
Tall Tales—d ex S-1c-mat—Allan Jaffee ..... PNS-CWF-MIL
Tarzan—d-4c2⅛"; *S-hps-tps-pt-mat—Edgar Rice Burroughs ..... UFS-BUF
Teenie Weenies—S-tps-hpt-mat—William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
There Ouphta Be A Law—d-3c1⅛"-3c3¾"-4c5½"; *S-pt-hpt-hps-tps—Harry Shorten ..... UFS-BUF
They'll Do It Every Time—d-3c-4c-mat; S-tps-hps-pt-mat—Jimmy Hatlo ..... KFS
Thimble Theatre, Starring Popeye—d-4c; S-pt-hps-tps-¼ horizontal-mat—Bud Sagendorf ..... KFS
Those Were The Days—w-4c2"-mat-glossy proof—Art Beeman ..... SM
Tim Tyler's Luck—d-4c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS
Tippie & Cap Stubbs—d-4c2½"-mat—Edwina ..... GMA-MIL
Today's Chuckle—dexS-25—Thomas Collins ..... GFC
Tom Trick—S-hps-tps-pt-mat—Dale Goss ..... NEA-DNB
Treasury of Classic Tales—S-pt-hps-tps-¼ box-mat—Walt Disney ..... KFS
True Life Adventure—6tw-2c-3c-mat—Walt Disney ..... KFS
Uncle Charlie—d-4c2"-mat—Peter Laing ..... GMA-MIL
Uncle Remus—S-hpt-hps-tps-mat—Walt Disney ..... KFS
Vic Flint—S-hps-tps-pt-mat—Russ Winterbotham (writer), Art Sansom (artist) ..... NEA-DNB
Weekend Chuckle—w-300-mim-ill ..... GFC
Will-Yum—d-4c-mat; S-tps-7c4"—Dave Gerard ..... NNS
Winky Ryatt—S-pt-hps-tps-mat—Cal Alley ..... HLS-CWF
Winnie Winkle—d-4c-5c; S-tps-hpt-mat—Martin Branner ..... CTN

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Wonders of Nature—dS-hps-ilm—R. Whiting (Canada) ..... BPS

13—EDITORIAL (TEXT)

Around the World—Feature packet on world events—w-1000-mim ..... AFP
Ask Any Question—6tw-100-150—Yustin Wallrapp ..... IN
Behind The Scenes At The United Nations—w-800-mim—David Horowitz ..... WUP
Between the Lines—w-750-man-mim—Edith Kermit Roosevelt ..... ROO
Breadwinner's Journal, The—3tw-450-man-mim—Donald I. Rogers ..... IN
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Dateline: Europe—w-500-mim—Archduke Otto von Habsburg ..... RGB
Digest of Contemporary Opinion—(What Press is Saying)—w-var-mim—compiled ..... WUP
Economist on Today's World, The—w-700-man—Various writers on The Economist (London) ..... EI
Editor's Associate—Editorial Copy—oas-var-man—T. Jerome Bishop ..... BIS
Editorial Service—3tw-1500-mim ..... ALB
Editorial Service to Canadian and American Daily, weekly and monthly publications ..... GLN
Editorials—w-3c-man-tape—Wesley F. Hayden, Leland A. Bandy & Mrs. Hugo S. Sims, Sr. ..... EC
Editorials—dexS-650-2c12"-man-tape—Don Oakley, and Staff ..... NEA-DNB
Editorials Anonymous—5tw-100-400-mim-var—Mrs. J. Albert Dear, Editor ..... DPR
Eric Sevareid Column—S-700-mim—Eric Sevareid ..... HLS-CWF
Everyday Editorials—d-1800-mim—Monte F. Bourjaily & Staff ..... GS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Famous Last Words—d-60-mim—Barnaby Conrad ..... CHR
Foreign News Service—w-500-800-offset-mim—English, French, Spanish & Portuguese—Staff, Correspondents & Outside Contributors ..... FNS
George Fielding Eliot—S-700-mim—George Fielding Eliot ..... GFC
Golden Gleams—w-1c4"-man-tape—Selected and Edited by Staff ..... EC
Good Morning—Good Evening—6tw-mim—Tom Sims ..... KFS
Independent Editorial Service—3w-200—Edward I. Maher ..... IN
International Affairs—3tw-500-mim—Royce Brier ..... CHR
Interpretive Report—3tw-1000-mim—Richard Wilson ..... RTS-KEL
It Seems to Me—w-350-mim—David C. Gardner ..... GA-DF
Jim Bishop: Reporter—3tw-mim—Jim Bishop ..... KFS
Keniston's Countdown—5tw-200-mim—Dave Keniston ..... GMA-MIL
Know the Negro—w-500-mim—Alfred Duckett ..... VIP
Listen Americans—w-500-man—Dr. George S. Benson ..... NEP
Local Affairs Service—d-600-man—Monte F. Bourjaily & Staff ..... GS
London Report—oas-500-mim—Mark Harrison ..... TSS
Looking Ahead—w-500-man—Dr. George S. Benson ..... NEP
Morning Report—d-100-mim—Abe Mellinkoff ..... CHR
Notes and Comments—w-1c-man—Staff ..... EC
Off the Record—w-1000-1200-mim—Nathan Ziprin ..... SAF
On The Right—3tw-mim—Wm. Buckley....KFS
On The Right—3tw-650-750-mim—Wm. F. Buckley, Jr. ..... GMA-MIL
Ottawa Report—d-500-mim—John Bird.....TSS
Paragraphs—w-1c8"-man—Selected and edited by Staff ..... EC
Paul Harvey News—3tw-var-min-tape—Paul Harvey ..... GFC
People and Politics—tw-750-mim—Milburn P. Akers ..... PNS-CWF-MIL
People and Problems—d-150-500-mim—Martin J. Ross ..... LAW
Plain Talk—w-1000-1200-mim—Alfred Segal ..... SAF
Profile—w-2c6"-1100-mim-ill—Simon Kavanaugh ..... MS
Ralph McGill Column—dS-650-mim-tape—Ralph McGill ..... HLS-CWF
Reflections—3tw-mim—Charles S. Ryckman ..... KFS
Reston Column—3tw-750-mim—James Reston ..... NYT
Senator Soaper Says—d-300-mim—Bill Vaughan ..... BM-KEL-DNB-MIL
Special Editorials (Birthdays, Anniversaries, etc.)—w-2c-man—Wesley F. Hayden ..... EC
Spotlite Series—dS-750-mim-ilm—Weekly Feature Articles ..... UFS-BUF
"The Shrewd Nude" or other light verse & dark—dexSat-25-50-mim—John Milton Hagen ..... GHF
The U.N. Today—d-500-1000-by wire or mail-ill-mim—William R. Frye ..... WRF
Today's Talk—d-350-printed—George Matthew Adams ..... GMA-MIL
Topic of the Day—w-200 to 600-mim—David Benarone ..... WUP
Truth for Today: Let's Ask the Bible—d-400-mim—A. G. van Campen ..... GS
Views and Reviews—w-1c8"-man—Selected and Edited by Staff ..... EC
Washington Beat—S-800-mim-tape—Leslie Carpenter ..... HLS-CWF
Washington Daybook—dexS-900-man—Reed Blaine ..... GS
World in Focus, The—S-850-ill-mim—William R. Frye ..... WRF

14—EDITORIAL CARTOONS

Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Behrendt Editorial Cartoons—3tw-2c-3c-mat—Fritz Behrendt ..... PNS-MIL-CWF
Below Olympus—d-2c5-mat-ill—Frank Interlandi ..... LAT-TNS
Berryman-Crockett Cartoons—6tw-3c-mat—James Berryman and Gib Crockett .... KFS
Berry's World—d-2c4½-mat—Jim Berry ..... NEA-DNB
Borgstedt Editorial Cartoons—6tw-2c-3c-mat—Douglas Borgstedt ..... KFS
Cargill Editorial Cartoons—d-2c-3c-mat—Jesse Cargill ..... CP
Cargill Editorial Cartoons—6tw-2c-3c-mat—Jesse Cargill ..... KFS
Cartoon—w-2c5"-mat—N. Bee ..... JTA
Cartoons—w-2c6"-mat-ill—Staff ..... CPS
Cartoons—w-3c7"-mat ..... CSP
Colvin's Commentary—S-varying size 2c-3c-4c-mat—Melvin Colvin ..... CF-MIL
Conrad Cartoons—5tw-2c4-3c6-ilm—Paul Conrad ..... RTS-KEL
Crook Editorial Cartoons—5tw-3c-mat-ORP—Ken Crook ..... NE
Dowling Editorial Cartoon—6tw-2c-3c-mat—Dan Dowling ..... PNS-MIL-CWF
Editorial Cartoon—dS-3c7"-mat—Bill Crawford, Jim Berry ..... NEA-DNB
Editorial Cartoon—5tw-3c7-mat—A. Beaton ..... TNS
Editorial Cartoon—dexS-3c5½"-mat—F. O. Alexander ..... UFS-BUF
Editorial Cartoon—dS-2c-mat—C. D. Batchelor & Warren King ..... CTN
Editorial Cartoon—w-2c5"-2 & 3 col-mat-glossy proof ..... SM
Editorial Cartoon—eod-3c7-mat—Charles L. Burrow & Staff ..... BB
Editorial Cartoons—dexSat-3c-mat—Lou Grant ..... AD
Editorial Cartoons—tw-3c6¼"-mat or repro proofs—Henry McCarn ..... ST
Editorial Cartoons—d-2c-S-3c-mat—Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoons—dexS-3c6"-mat—Arthur Poinier ..... BM-KEL-DNB-MIL
Editor's Choice Cartoons—8 cartoons per wk-3c7 5/16"-mat—Justus and Long ..... RTS-KEL
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PNS-MIL-CWF
Haynie Editorial Cartoon—d-2c-3c8"-ill-mat—Hugh Haynie ..... LAT-TNS
Herblock Editorial Cartoons—d-2c5"-3c7¼"-mat—Herbert L. Block ..... HLS-CWF
Hesse Cartoons, Don—d-3c-mat—Don Hesse ..... MCN-CWF
Law-Briefs—d-150-mim—Martin J. Ross ..... LAW
Manning Cartoons, Reg—d-3c-mat—Reg Manning ..... MCN-CWF
Mauldin Editorial Cartoon—5tw-2c-3c-mat—Bill Mauldin ..... PNS-CWF-MIL
News Cartoons—dexS-2c4¼"-3c6½"-mat—Milt Morris ..... APN
News-Reals—w-5c-mat—Gerald Gardner.....AD
Notes on the News—dexS-1c-2c-mat—Charles Pearson ..... PNS-CWF-MIL
Package Deal—w-15-features-mat-glossy proofs ..... SM
Patti—2 panels—Carl G. Streiferd ..... STR
Personality Sketches—w-mats or prints—Irma Coucill ..... TSS
Political Cartoons—3tw-var-ill—Giles and Lancaster ..... RTS-KEL
Political Cartoons—w-var-mat—Giles, Vicky, Cummings, Friell and Jak ..... MS
Robert W. Chambers—tw-3c6½"-mat—Robert W. Chambers ..... MIL
Warren Editorial Cartoons—d-3c8-mat—L. D. Warren ..... NNS
Weekly Political Cartoon for State of Illinois only—w-3c6-mat—Arthur A. Henrikson ..... HEN
Yardley Editorial Cartoons—d-3c-proof—Richard Yardley ..... FJM

FARMING—See Gardening

15—FASHIONS

A Lovelier You—5tw-85-1c-2c-ill-ilm—Mary Sue Miller ..... PNS-CWF-MIL
A World of Style—w-325-mim-ilm—Natalie Gittelson ..... GFC
Be Smart—dexS-1c4"-ilm—Kubal ..... GFC
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Canadian Fashion & Fad—eod ex S-400-mim—Pegg Rogers ..... DWL
Chic and Charming—6tw-1c-mat ..... KFS
Chic and Charming—6tw-mat ..... CP
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS-KEL
Clothes Poll—w-300-2c5-man-tape—Helen Hennessy ..... NEA-DNB
Editorial Cartoons—5tw-3c-mat—Vaughn Shoemaker ..... CTN
Elegance—12-part series—man-mim—Genevieve Antoine Dariaux ..... DDS
Esquire's Avenues of Fashion—4tw-ill-mim—O. E. Schoeffler ..... BM-KEL-MIL-DNB
Family Manager—w-1c8-mats or orp—Staff ..... CSP
Fashion—5tw-700-mim-ill ..... WNS
Fashion Features—w—Dina Dellale ..... EPS
Fashion Flashes—3tw-mim ..... KFS
Fashion Illustrations—3tw-mat—Grace Thorncliff ..... KFS
Fashion Illustrations—3tw-mat—Vera Winston ..... KFS
Fashion in Color—occ-3c-4c-5c-ill-ilm ..... NEA-DNB
Fashion League—1c-2c-line drawing-mim-mat-var-8 to 9 releases-prints—Florence de Santis ..... BM-KEL-DNE-MIL
Fashion Pictures—glossy prints—IND—con ..... UPIN
Fashion Poll—sea-ps-ill—Pennoyer Associates ..... SPS-MS
Fashion Snapshots—w-1000-mim-ilm ..... AFP
Fashion Stories—sw-400-ill-ilm—Jean Wilson ..... APN
Fashion Stories—sw-200-400-2c-3c-man-ill-ilm—Rosette Hargrove, Helen Hennessy and Staff ..... NEA-DNB
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA-DNB
Fashion Whirl—w-700-mim—Christina Paolozzi ..... WNS
Fashioned in London—w-3c4"-900-mim-ill—Kate Dalrymple ..... MS
Fashions—6tw-mat—Tracy Adrian ..... KFS
Fashions—S-400-wire—Gay Pauley ..... UPI
Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN
Features—w-Ida Fried ..... EPS
Half Tone Fashions—3tw-mat—Alice Alden ..... KFS
Harper's Bazaar Fashions—m-mim-photos—Nancy White ..... KFS
Hollywood—w-on year-round basis-Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling India—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Kingston—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Manila—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Melbourne—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Montreal—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA-DNB
In Fashion Now—w-2c3"-man-tape—Mrs. Hugo Sims, Sr. ..... EC
Latest From Paris—d-1c-man—Monique ..... CTN
Male Corner—S-400-ill-mim-tape—Joe Wolfe ..... GFC
Mary Brooks Pickens on Sewing—w-300-3c8"-man-ill-ilm—Mary Brooks Pickens ..... NEA-DNB
Men's Wear—The Score in Clothes—S-man-ilm—M. H. Barnum ..... CTN
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Olen Cassini Says—S-750-mim-ill—Olag Cassini ..... CF-MIL
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA-DNB
Seams to Me—tw-400-ill-mim-ilm—Patricia Scott ..... PNS-CWF-MIL
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8¼"-mat-tape—John Robert Powers ..... NNS
Sew It Seams—5tw-500-mim—Ann Van Buren ..... AV
She—3tw-300-500-mim-tape—Eleanor Lambert ..... HLS-CWF
Styles—w-var-ill—Jean Wilson ..... APN
Suit Yourself—Men's Fashion—w-400-2c5-ill-ilm-man-tape—Jerry Sheehan NEA-DNB
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
Through the Looking Glass—w-450-mim—Helen Abel ..... CNS
Tobe on Fashions—4tw-60-120-mim ..... PNS-MIL-CWF
Vogue Fashion Service—w-photos & ext-specials-500-ill-mim—Editors of Vogue ..... AD
Winter Feature Package—dS-sea-var-mim-ill—Staff ..... CPA

Women's Features—w—Staff ..... CNS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

FINANCIAL—(See Business)

16—FICTION

Adventures in Prose—dS-500-1500-var-mim—Contributing Authors ..... CPA
Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Fiction—sea-man-ill-ilm-tape—Various Authors ..... NEA-DNB
Fiction—d-36 chapters-42,000-mim-ill-ilm-tape—Vida Hurst, Anne Allison & Roberta Martin ..... RTS-KEL
Slected Short Shorts—w-750-man—Alex Jane Eenchly ..... RA
Serial Stories—sea-man-tape-ill-ilm—Various Authors ..... NEA-DNB
Short Stories—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Story—d-man—Well Known Authors ..... CTN
Shorty—sea-750-1c20-ill-ilm-man-tape—Well Known Authors ..... NEA-DNB
Sports Serials (British and American sports and non-fiction and instruction books) ..... JL
Two Minute Mystery—d-w-300-500-series-col.—Donald J. Sobol ..... TM

17—FILLERS

"A Thought For Today"—d-15-30-mim—Various ..... CR
Alec The Great—dexS-1c4"-mat—Edwina ..... GMA-MIL
Attention All Mothers—dS-var-man—Sandra Coffing ..... AA
Better Filler Service—w-2 galleys-1-7 line fillers-man ..... BFS
Between Us Girls—d ex S-1c1⅞"-mat—Ashton Wing and Jeanne Harris ..... AF
Big Headed Fillers—w-2c-16-23 lines-ptd copy—Staff ..... HF
Briefs, Very Brief—w-1c15"-man-tape—Staff ..... EC
Chuckles in the News—6tw-500-wire—Staff ..... UPI
Chucklets—d-S-w-1c-2c-mim—John Milton Hagen ..... ETG
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SM
Column Closers—w-200-300-man-tape—Staff ..... NEA-DNB
Comic Dictionary—dS-5 to 20 mim—Evan Esar ..... RTS-KEL
Crime Close-Up—6tw-1c2½"-mat—Harry Lui ..... LIA
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Distillates of Random Thoughts—mim—Charles Rehns ..... CH
Echoes of the News—d—Staff ..... MOF
Factographs—6tw-mat-proof ..... KFS
Factographs—6tw-proof-mat-tape ..... CP
Fillers—w-200-400-1c9—Staff ..... NEA-DNB
Filler Service (misc.)—w-2c-ptd copy-date-lined and headed ..... STF
Filler Service—d-500-mim-Staff ..... STF
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
Funnyboners—d-10-60-mim—Lew Little .... LE
Funsters—d ex S-1c2½"-mat—John Broudhecker ..... AF
General News Items—w-var-mim-wire by stringers ..... WUP
Grab Bag—6tw-mat-proof ..... KFS
Grab Bag—6tw-mat-proof ..... CP
Grass Roots Clippings—dS-var-mim—Kerwin Hoover ..... HTF
Guest, Edgar A. (poetry)—d-2c3¼"; S-2c-mat—Edgar A. Guest ..... GMA-MIL
Handy Fillers—w-2cl to 7 lines-ptd copy—Staff ..... HF
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Headed Fillers—w-2c8 to 16 lines-ptd copy—Staff ..... HF
Here's an Idea—dexS-1c2"—Jerry Angell ..... AF
How About That . . .—dS-var-mim-Staff ..... CPA
Idea Payoff—dexS-1c2½"—Jerry Angell.... AF
Introspect—dS-var-man—Dan Paulick ..... AA
It's A Law—d-50-mim—Julius Sturm .... AFS
It's Fun in—(The month changes through the year)—w-90-max—Harriet Carlson.... HC
It's Our World—d ex S-1c1¾"-mat—Ewald Kundtz, Jr., and Peter Zaccardelli ..... AF
Jest a Minute—d-man—George Daugherty ..... CTN
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Life Lines—dexS-300-mim—Anne Campbell ..... BM-KEL-DNB-MIL
Matters Of Substance (Fillers)—oas-var-man—T. Jerome Bishop ..... BIS
Men at Work—6tw-1c2½"-mat—Harry Lui ..... LIA
Money Matters—6tw-1c2½"-mat—Harry Lui ..... LIA
News Headed Fillers—5c per week-1c1 to 30 lines-ptd copy—Staff ..... SFS
News Tips Service—w-mim—Millard and Lewis Cope ..... GFC
Now You Know—7tw-30-wire—Staff ..... UPI
Odd Facts—6tw-mat-proof—Staff ..... KFS
Otto Sez—dexS-1c1-mim—Frank Nickens ..... HPS
Paragraphs—dexS-var-man—Carey Williams ..... PNS-CWF-MIL
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Poems—d-200-printed— Edgar A. Guest ..... GMA-MIL
Portraits—dS-100-man—John C. Metcalfe ..... PNS-CWF-MIL
Read and Remember—dexS-mim-100-man—W. L. Gordon ..... WLG-MS
Rosettes—d-var-mim—Elinor K. Rose ..... EKR
Science Shorts—d-120-mim—Staff ..... SCS
Short Fillers, Headed Fillers—all subjects; quotations, editorial quips-m-5,600-mim ..... ROB
"Short Short Stories"—q-2c9¼"-mat—Art Gates ..... GF
Short Takes (Fillers)—w-90-250-mim—Staff ..... DIIJ
Shorts—w-300-450-man-tape—Staff ..... NEA-DNB
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Smiles—w-1c-50-man—Staff ..... EC
Special Shorts & Fillers—w-ps—Staff.... APN
Sports Fillers—w-1c-ptd copy-datelined and headed ..... STF
Standard 2's—w-500-type—Staff ..... STP
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Super Fillers—w-2cl to 7 lines-ptd copy—Staff ..... HF
Teen Topics—6tw-1c2½"mat—Harry Lui ..... LIA
Terse-Verse—dexS-25-35-man-mim—A. C. Gordon ..... WLG-MS
Tide Data—d-1c2"-mim—Bailey R. Frank ..... BRF
Today's Index—dS-1⅛"-mat—Dick Peeples ..... AF
Trixie the Trader—w-2tw-1c2¾-mat or proof—Dick Ericson ..... SM
Typo Tidbits—5tw-w-100-mim—Earle Tempel ..... TEM
Uncle Charley's "Epigrins"—w-300-2c4"-mat-glossy proof—Charles Grant ..... SM
Washington Notes—w-2c17"-man—Lillian Hughes ..... EC
Women's World—w-500-mim ..... WNS
Words of Wise Men—d-mat-proofs ..... KFS
Worth Repeating—dS-10-30-mim—Theron C. Liddle ..... RTS-KEL
You And Your Personality—dS-var-man—Charlotte Clemens ..... AA

18—FOOD

All About Food—3tw-4c-mat-ill—The Tested Recipe Institute, Inc. .... HLS-CWF
Cooking Chat—d-500—Margaret Carr .... TSS
Cooking Chat—d-500-ilm-ill-tape—Margaret Carr ..... NNS
Cooking Pages—w-pt-ill-mim—Marjorie Elwood ..... TSS
Country Gourmet—w-500-800-man—Claire Barcher Ackerman ..... CG
Daily Food Column—6tw-600-mat-ill—Clementine Paddleford .... PNS-MIL-CWF
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS
Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Eat & Grow Younger—Book serialization-21 installments-1c30"-ilm-printed proofs—Lelord Kordel ..... SPE
Eat Up and Slim Down—14 installments—book serialization—1c20-ilm-printed proofs—Lelord Kordel ..... SPE
Eat Your Troubles Away—Book serialization-20 installments1-c30"-ilm-printed proofs—Lelord Kordel ..... SPE
Family Manager—w-1c8-mats or orp—Staff ..... CPS
Fast Gourmet, The—dexS-250-mim—Poppy Cannon ..... GFC
Feature Packet—w-2000-ill-proof-photoprint—Staff ..... SCS
Features—w-Ida Fried ..... EPS
Filmland Recipes—w-300—Terry Elman ..... IN
Fitness For The Whole Family—12-part series-man-mim—Paul Dudley White, M.D. & Curtis Mitchell ..... DDS
Food—dS-man—Alice Peterson and Ella Elvin ..... CTN
Food—w-D. Peggy Read ..... EPS
Food Articles—dS-ill-ilm—Mary Meade ..... CTN
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
Food For Americans—Menus—dexS-350-600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Food in Color—oec-3c-4c-5c-ill-ilm ..... NEA-DNB

AT LAST! A MEN'S FASHION COLUMNIST WHO DARES TO BATTLE THE "FANCY DANS"!

THE MALE CORNER

by JOE WOLFE

What color are ascots going to be this fall?

Mr. Editor, your reader doesn't care either . . .

Want to remove a sauce stain from your tux?

Let your dry cleaner read up on that one . . .

Does your tattersall clash with your foulard?

Only your hairdresser knows for sure . . .

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For Men Only—Cooking—w-man—Morrison Wood ... CTN
Hollywood Speaks—w-hps-mim—Kurt Singer ... BPS
Katy's Kitchen—d-ps-strip-originals—Claire Barcher Ackerman ... CG
Kitchen Talk—dS-100-500-mim-photos—Philomena Corradeno ... PHI
Let's Eat—6tw-mat or proof—Ida Bailey Allen ... KFS
Menus—d-200-man—Cecily Brownstone—APN
Menus—dS-man-ill—Mary Meade ... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ... CTN
Our Man in the Kitchen—5tw-500-mim—Hyman Goldberg ... RTS-KEL
Science News Report—5tw-2000-mim—Staff ... SCS
Science Wire Reports—d ex S-800-by wire—Staff ... SCS
Secret of Cooking For Dogs, The—3-part series-man-mim—Martin A. Gardner ... DDS
Skillet Club For Men, The—w-750-mim-ill-tape—Frank Kohler ... GFC
Tasty Tales—w-2c-12"-mim—Charles Rehns ... CH
Three Meals A Day—5tw-600-mim—Helen Gagen ... TNS
Today's Recipe—dexS-100-200-mim—Philomena Corradeno ... PHI
To the King's Taste—w-750-mim—Hoyt Alden ... GMA-MIL
Weekly Food Review—w-600-man-on Ap wires—Darden Chambliss ... AP
Wine Column—w-man—Ruth Ellen Church ... CTN
Wire By Mail Service—d ex S-60-mim—Staff ... SCS

19—GARDENING FARMING

Craft Patterns—w-2c7"-mat-ill ... CRA
Farm Wife's Window—w-500-600-man-mim—Ethelberta Hartman ... FWW
Features—w—Ida Fried ... EPS
Flower Box, The—w-mat— Phyllis Pautz CTN
Garden Fax—tw-2c5"-man—Dr. Milton Carleton ... HPS
Gardengraph—sea-mat ... CP
Gardengraphs—sea-mat ... KFS
Garden Notebook—w-800-ilm—Alfred Putz ... PNS-MIL
Garden Series—sea-400-600-man-ill-ilm—Authorities ... NEA-DNB
Gardners Questions and Answers—w—James Murphy ... CNS
Gardens—w-400-ill-mim—Dorothy H. Jenkins ... DHJ
Green Thumb, The—1000-d-w—George "Doc" Abraham ... GEO
House Plants—w-150-200—Majorie Rae ... IN
Indoor Gardening—w-500-ill-ilm-mim—Katherine B. Walker ... PNS-CWF-MIL
Its Your Landscape—w-400-ill-ilm-mim—George Creed ... PNS-CWF-MIL
Landscaping—w-var-ill-mat—Henry Aul ... PNS-MIL-CWF
On the Farm Front—7tw-500-wire—Gaylord Godwin ... UPI
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ... DF
Weeders Guide—w-500-man—Earl Aaronson ... APN

GRAPHOLOGY—(See Astrology)

20—HEALTH

Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez....RTS-KEL
Attention All Mothers—dS-var-man—Sandra Coffing ... AA
Child Care—dexS-350-mim-tape—Milton I. Levine, M.D., and Jean H. Seligmann ... GFC
Cigarette Habit: An Easy Cure, The—12-part series-man-mim—Arthur Cain, Ph.D. ... DDS
Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ... PNS-MIL-CWF
Doctor Meets Patient—3tw-400-500—Dr. Levi Galen ... CHR
Doctor Talk—w-1c15"-man-tape—Dr. Rembert Benjamin ... EC
Exercise Series for Aching Back—10 articles-200-ill-ilm—Maxwell Riddle ... AF
Feature Packet—w-2000-ill-proof-photoprint—Staff ... SCS
Features—w—Ida Fried ... EPS
Feel Young Again—Book serialization—24 installments-1c20"-ilm-printed proofs—Lelord Kordel ... SPE
Fitness For All—tw-350-man-mim—Vic Obeck ... IN
Fitness For The Whole Family—12-part series-man-mim—Paul Dudley White, M.D. & Curtis Mitchell ... DDS
Focus on Health—w-500-wire—Alton Blakeslee ... APN
Food And Your Health—sw-300-mim—Frederick J. Stare, M.D. ... LAT-TNS
For Better Health—dexS-350-mim-tape—C. A. Dean, M.D. ... GFC
Health—dS-man—Dr. Theodore R. Van Dellen ... CTN
Health and Beauty—w-2c4"-man-tape—Martha Esss Sims ... EC
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Health For Today—dexS-500-mim—Dr. W. W. Bauer ... CF-MIL
Hollywood Calling Manila—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Melbourne—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Speaks—w-hps-mim—Kurt Singer ... BPS
Medical Memos—5tw-150-mim-ill—H. L. Hersehensohn, M.D. ... LAT-TNS
Mirror of Your Mind—d-3c-mat: S-pt-mat—Joseph Whitney ... KFS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ... BF
Personal Health Service—d-450; S-1,000-man-tape—Dr. William Brady ... NNS
Picture of Health—6tw-1c2½"-mat—Harry Lui ... LIA
Science News Report—5tw-2000-mim—Staff ... SCS
Science Wire Reports—dexS-800 by wire—Staff ... SCS
Speaking of Your Health—d-2c-mat—Lester Coleman ... CP
Speaking of Your Health—6tw-proof-mat—Dr. Lester L. Coleman ... KFS
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Stop Killing Yourself—500-mim-tape—Dr. Peter J. Steincrohn, F.A.C.P. ... BM-KEL-DNB
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ... NEA-DNB
The Well Child—Medical Column—w-550-2c7-man-tape—Wayne G. Brandstadt, M.D. ... NEA-DNB
To Your Good Health—dS-500-mim-tape—Dr. Joseph G. Molner ... PNS-CWF-MIL
Topical Medicine—irr-var-mim ... AFP
What's Best For Your Child—5tw-500-mim-tape—Dr. David Goodman ... BM-KEL-DNB-MIL
Wire By Mail Service—dexS-600-mim—Staff ... SCS
Worry Clinic, The—dexS-mim-650-man-ill-ilm-tape—Dr. George W. Crane ... HPS
You And Your Personality—dS-var-man—Charlotte Clemens ... AA
Your Child's Health—w-500-mim-tape—Dr. Irving Abrams ... RTS-KEL
Your Dental Health—w-550-2c7"-man-tape—Dr. William Lawrence ... NEA-DNB

21—HISTORY—POLITICS

Adventure Postpaid—w-1c9"-man-ill—Lee James ... JL
American Album (currently Civil War)—d-250-mim—Sergeant Dalzell (Wayne Jordan) ... SD
American Diary—d-300-mim—Staff ... STP
American Journal, The—d-2c2½"-mat—Jim Baker ... DF
Antiques—w-275-ill-mim—Dorothy H. Jenkins ... DHJ
Best from American Heritage and Horizon, The—w-1000-mim-ill—Various ... APN
Between the Lines—750-man-mim—Edith Kermit Roosevelt ... ROO
Civil War Album—d-250-mim—Sergeant Dalzell (Wayne Jordan) ... SD
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ... AF
Daily Reminder—d-400-mim-tape—Staff ... STP
Diplomat Among Warriors—12-part series-man-mim—Robert Murphy ... DDS
During This Week—w-160-175-man—Estey I. Reed ... SS
Far Eastern Coverage—Staff ... CNS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ... WUP
Flashback on Canada—d-250-mim—Bob Bowman ... TSS
Herbert Hoover: A Biography—12-part series-man-mim—Eugene Lyons ... DDS
Heritage Read—w-600-700-orp—John Teene (pen name for George Morrill) ... HR
Historical Series Features—oas-var-man—T. Jerome Bishop ... BIS
Homemaking Shorts—w-150-1c-man-tape—Staff ... NEA-DNB
If Your Name Is . . . (Fun with first names)—d-w-470-man-mim—Ann Reynolds, Ph.D. ... RFS
Introspect—dS-var-man—Dan Paulick ... AA
It's Our World—d ex S-1c1¾"-mat—Ewald Kundtz, Jr., and Peter Zaccardelli ... AF
Krock Column—3tw-750-mim—Arthur Krock ... NYT
Letters of The Presidents—dS-2c8"-ill-mat—H. Jack Lang ... LAT-TNS
Mandate For Change—24-part series-man-mim—Dwight D. Eisenhower ... DDS
Matter of Fact—Historical Facts—5tw-75-1c4"-ill-ilm ... NEA-DNB
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Our America—w-2c8"-150-200-mim-ill-ilm ... FAF
People and Politics—tw-750-mim—Milburn P. Akers ... PNS-CWF-MIL
Picture Review of the Year—an-p-hps-mat-ill—Staff ... NEA-DNB
Review of the Year—an-ps-hps-mat-man-ill—Staff ... NEA-DNB
Spanish Language Report—w-450 ... CNS
Story of Michel Angelo's Pieta, The—7-part series-man-mim—Irving Stone ... DDS
Stories Behind Words—5tw-500-mim—William S. Penfield ... PE
Sulzberger Column—3tw-750-mim—C. L. Sulzberger ... NYT
This Day in History—6tw-mim—Staff ... KFS
Today's Index—dS-1⅛"-mat—Dick Peeples ... AF
Unknown In History, The—w-500-800-man—Thourot Pichel ... CN
What Life Has Taught Me—w-hps-mim—Kurt Singer ... BPS
World Affairs—w—Vice Adm. Ruthven E. Libby ... CNS
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ... NEA-DNB
Your America Day by Day—d-w-mat—Clark Kinnaird ... KFS

22—HOUSEHOLD—"DO-IT-YOURSELF"

A Home To Live In—w-2c5"-2c7"-man-ill-ptd copy ... SHP
About Your Home—w-1c6"-man-tape—Mrs. Hugo S. Sims, Sr. ... EC
Antiques—w-275-ill-mim—Dorothy H. Jenkins ... DHJ
Architects Home Designs—w-500-mim-ill—Gerry Bishop ... AN-DNB-BM-KEL-MIL
Architect's Sketchbook—w-3x11-mat—Various ... APN
Ask Any Question—6tw-100-150-Yustin Wallrapp ... IN
Associated-Architects—w-mim-ill-ilm—Jack McEleney ... ASA
Attention All Mothers—dS-var-man—Sandra Coffing ... AA
Chef, The—d-tw-250-300-mim—Sylvia Windle Humphrey ... BM-KEL-DNB-MIL
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ... CRA
Craft Patterns—w-2c7"-mat-ill ... CRA
Curious Facts—d-w-450-mim—Donald Whitacre ... CFF
Designing Woman—d-1c-2c-400-ill-ilm; S-200-mim-ill—Elizabeth Hillyer ... NNS
Detectograms—w-2c4"-mat-proof—L. and N. Kirk ... KI
Do-It-Yourself—w-600-700-man-ill-ilm-tape—Mr. Fix ... NEA-DNB
Do It Yourself—S-2c-proof-ilm—J. Ralph Dalzell ... PNS-MIL-CWF
Dottie Decorates—S-2c-3c-ilm-tape—Dottie and Harry Brown ... GFC
Easi-Bild—S-350-ilm—Don Brann ... GFC
Electric Living Guide—w-ps-mim—Ruth Thompson ... PB
Everyday Law—d-150-mim—Martin J. Ross ... LAW
Fabric Doctor, The—w-250-mim-ilm—Fred Dodge ... MM
Family Finance—w-700-mim—Betty Yarmon ... WNS
Family Homes—S-300-ilm—Arvid C. Petersen ... GFC
Family Pot Luck—w-1c8-mats or orp—Helen Hale ... CPS
Features—w—Ida Fried ... EPS
First Aid to the Ailing House—d-400; S-405-mim—Roger C. Whitman ... BM-KEL-DNB-MIL
Fix-It Tip—w-50-1c4"-ill-ilm—Staff ... NEA-DNB
Fit It Yourself—d-350-printed—Hubbard Cobb ... GMA-MIL
Fitness For The Whole Family—12-part series-man-mim—Paul Dudley White, M.D. & Curtis Mitchell ... DDS
Handy Family, The—w-4c2"-2c4"-mat—Lloyd Birmingham ... GFC
Here's How—3tw-150-man—Osa Handle ... MOH
Hints from Heloise—d-mim; S-tps-mat colors—Heloise Cruse ... KFS
Home—w-400-ill-mim—Ann Jermyn, George Adams ... DHJ
Home—w—Ida Fried ... EPS
Home Decorations—w-2c4-mats or orp—Staff ... CSP

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Homeowners' Money Savers—S-300-mim—Douglas Tuomey ..... GFC
Home Repair Do's and Don't's—w-man-150-ilm—Andrew C. Lang ..... APN
Home Repair Problems—S-500-mim—Douglas Tuomey ..... GFC
Homes for Amercians—w-mat ..... APN
Homes Bldg.: Questions and Answers—w—Charles A. Taylor ..... CNS
House Doctor—w-800-mim-ilm—Herman Baum ..... RTS-KEL
House News—w-mim—Leonard Terrien ..... ASA
Household Hints—w-var-mim ..... AFP
Household Hints—6tw-mat-proof ..... KFS
Household Scrapbook—dexS-mim-100-300-man—Roberta Lee ..... WLG-MS
Household Stories—w-300-ill-ilm—Vivian Brown ..... APN
House of the Week, The—w-pt-mat—Andrew Lang ..... APN
House Plans—w-mat ..... KFS
House Plans You Can Buy—w-2c-3c-mat-glossy photographs—Hiawatha Estes ....NPB
How Can I???—dexS-mim-100-300-man—Anne Ashley ..... WLG-MS
How To Decorate Better Homes & Gardens—3tw-200-mim-ill-ilm .....RTS-KEL
Illustrated New Homes and Weekly House Releases—w-var-mat—Jack McEleney ..... ASA
Interior Decorating—w-400-man-ilm—Vivian Brown ..... APN
Interior Decorating—tw-mim-ill-400—Betty Pepis ..... BM-KEL-MIL-DNB
Interior Decoration—S-2c-mat—Jane Abrams ..... CTN
Interior Decoration—sea-200-350-man-ill-ilm—Staff ..... NEA-DNB
Know Your Antiques—w-500-mim-ill-ilm—Ralph and Terry Kovel ..... RTS-KEL
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... JL
New Products—w-300-mim—Opal Crandall ..... CNS
On The House—w-700-man-ilm—Andrew C. Lang ..... APN
People and Problems—d-150-500-mim—Martin J. Ross ..... LAW
Polly's Pointers—d ex S-350-2c3-ill-ilm-man-tape—Polly Cramer .....NEA-DNB
Scrap Happy—w-1c6"-ill-mim—Ann Van Euren & Alma Beckwith ..... AV
Secret Of Cooking For Dogs, The—3-part series-man-mim—Martin A. Gardner ..... DDS
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Techtoons—w-2c-mat—Patof and Bixby .... CP
Tell It To Jill—5tw-500-550-man—Jill Kirk ..... KI
Touching Home—w-ill—Joanna Barnes ....CTN
U-Bild-It—dS-var-man-mim—Steve Ellingson ..... UB
U-Bild-Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Varied—w&m-var-man ..... GLN
What's New with the Joneses—d-1c-mat-ill—Jimmie Ihms ..... LAT-TNS
Wife Preservers—6tw-mat—Staff ..... KFS
Wife Preservers—6tw-mat—Staff ..... CP
Winter Feature Package—dS-sea-var-mim-ill—Staff ..... CPA
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Alicia Hart; Kay Sherwood; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Helen Hennessy ..... NEA-DNB
Women's Page Fillers—w-150-man—Staff ..... NEA-DNB
Workshop Patterns—sw-1c-ilm-mat-100—Ruth Wyeth Spears ..... RSP
Worthal On Women—dS-var-man—Edmund R. Hercer ..... AA
You And Your Personality—dS-var-man—Charlotte Clemens ..... AA
You Can Fit It—tw-50-75-ilm—Gene Von ..... WLG-MS
Young Mother's Page—w-ps-mim—Ruth Thompson ..... PB
Your Home—5tw-S-var-mim-S-ill—Lynn Elson ..... GFC

23—MAPS

Background Maps—w-ill-ilm—Staff ..... APN
Chicago Tribune Weather Map—dS-ill—Staff ..... CTN
Map of the Stars—m-4c10⅜"-ilm-mim—James Stokley ..... SCS
News Maps—1c-2c-3c-mat—Staff Artists ..... NEA-DNB
News Visuals, Pictures, Maps & Charts Page—dexS-ill-ilm ..... NEA-DNB
Weather Maps—Long Range Forecast—m-2c6½"-ill-ilm—Staff Artists .... NEA-DNB
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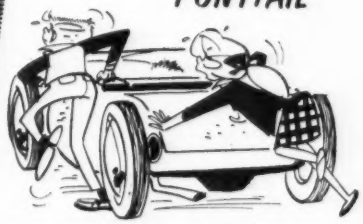

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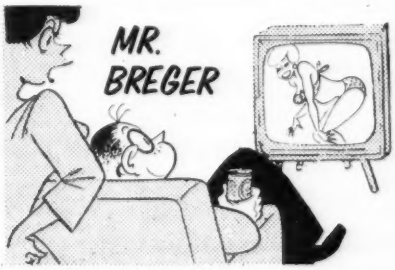

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Barney Glazer From Hollywood—w-400-mim—Barney Glazer ... TCN
Behind the Scenes in Hollywood—6tw-mat-proof—Harrison Carroll ... KFS
BroadwayFarer (Motion Pictures)—sw-hps—Jerry Lee ... JRL
By Henry Morgan—w-500—Henry Morgan ... IN
Cindy Says—6tw-col-mim or typed—Cindy Adams ... CG
Drama Review—d-man—John Chapman ... CTN
Features—w—Ida Fried ... EPS
Filmland Recipes—w-300—Terry Elman ... IN
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ... WIP
Hollywood—w-on year-round basis-Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ... ICP
Hollywood—6tw-400-wire-(for morning papers)—Joe Finnigan ... UPI
Hollywood—ds-mim—Louella O. Parsons ... KFS
Hollywood—dexS-400-by wire—Bob Thomas ... APN
Hollywood—d-man; S-man-ill—Hedda Hopper ... CTN
Hollywood—dexS-400-by wire—Bob Thomas ... APN
Hollywood Callboard—3tw-400-man-mim—Lorraine Gauguin ... IN
Hollywood—dS-var-mim-man-by wire—Louella O. Parsons ... HHS
Hollywood Calling India—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Kingston—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Manila—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Melbourne—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Montreal—w-500 mim—Inez & Cecilia Pedroza ... ICP
Hollywood Candid Picture Service—w-ill-mat-mim—Globe Photos, Inc. ... LAT-TNS
Hollywood Candid Roundup—glo-for roto or picture page—Thomas Mitchell ... HLW
Hollywood Candid Service—w-var-man-mat-ill ... GP
Hollywood-Chuckles—w or dex-Sat.-300w-50-d-mim—Pete Watson ... GHF
Hollywood—6tw-400-wire-(for afternoon papers)—Vernon Scott ... UPI
Hollywood Everywhere—dS-600-mim-ill—Sheilah Graham ... NANA-CWF
Hollywood Informer Column—w-500-550-mim—Julian Osberg ... HIS
Hollywood Pictures—glo-ind-con ... UPIN
Hollywood Reporter—d-400-500-mim—Mike Connolly ... CHR
Hollywood Shorts—S-700-by wire—James Bacon ... APN
Hollywood Speaks—w-hps-mim—Kurt Singer ... BPS
Hollywood Today—dS-750-mim-photo-print-tape—Sheilah Graham ... BM-KEL-DNB-MIL
Hollywood—Movies—TV—dexS-500-600-2c12"-man-tape-ill—Dick Kleiner ... NEA-DNB
Memoirs of A Mangy Lover—12-part series-man-mim—Groucho Marx ... DDS
Motion Picture Column—5tw-450-mim—James Meade and Dave McIntyre ... CNS
Motion Pictures—w—H. W. Holzer ... EPS
Motion Pictures—packet-w-var-mim ... AFP
Movies—d-500-mim—Bosley Crowther ... NYT
News From Hollywood—w-1c15"-man-tape—Lillian Hughes ... EC
On Hollywood—dS-750-min-photo print-tape—Harold Heffernan ... BM-KEL-DNB-MIL
On Hollywood—dS-600-mim—Harold Heffernan ... NANA-CWF
On The Screen—w-1c5"-man—Lillian Hughes ... EC
On The Screen—w-800-mim—Herbert G. Luft ... JTA
On The Town—3tw-700-mim—Radie Harris ... NE
Out of This ShoWorld—dS-400-mim—Barney Glazer ... TCN
Scan Features—occ-500-700-man-7x9 glossy prints supplied—Rex Roper ... RA
Showbeat—d ex S-550-2c12-ill-ilm-man-tape—Dick Kleiner ... NEA-DNB
Spotlight on Books—w-900-form-typed—Charles Lee ... CL
Theatre—d-500-mim—Howard Taubman ... NYT
Varieties And Vistas-U.S.A.-L.A.—w-500—Inez & Cecilia Pedroza ... ICP

25—MUSIC

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ... WIP
Artist Profile—w-3c6"-ill-mat—Peter Winter ... LAT-TNS
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ... TCN
Books and Arts—w-700-man—Miles Smith ... APN
BroadwayFarer (Motion Pictures)—sw-hps—Jerry Lee ... JRL
Classical Records—w-300-mim—Delos Smith ... UPI
DISCussion—w-2c4"-400-man-ilm—Joe Kaliff ... AMF
Disc Data—w-1c6"-man-mim—Staff ... JL
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ... WIP
Hi-Fi Whirled—dS-400-mim—Barney Glazer ... TCN
Hollywood Speaks—w-hps—mim—Kurt Singer ... BPS
In Record Time—w-600-proof—Mary Campbell ... APN
Let's look at the Records—w-1c8-mats or orp—Linda Norris ... CSP
Life With Feather—w-600-man—Leonard Feather ... MO
Music For Everybody—S-750-mim-tape—Sigmund Spaeth ... GFC
Music and Records—w-var-mim ... AFP
Out of This ShoWorld—dS-400-mim—Barney Glazer ... TCN
Popular Records—w-300-mim—William D. Laffler ... UPI
Record Reflections—w-450—Julius Sturm ... AFS
Record Review—w—Dina Deilale ... EPS
Record Roundup—w—Bob Budler ... CNS
Rhythm Section—3tw-300-mim-glossy—Ralph J. Gleason ... CHR
Saturday Review Music Service—w-2500-mim-ill—Irving Kolodin ... SAT
The Record Shop—w-600-2c10½"-man-tape-ill-ilm—Joan Crosby ... NEA-DNB
Tip Pan Alley-Cats—w or d ex Sat—300w- or 50d-mim—Sterling Sherwin (ASCAP) ... GHF
Top 20 Records—w-200-wire—Staff ... UPI
Top Records of Week—w-200-man—Eugene Gilbert ... APN
Varieties And Vistas-U.S.A.-L.A.—w-500—Inez & Cecilia Pedroza ... ICP

26—NATURE

Farm Wife's Window—w-500-600-man-mim—Ethelberta Hartman ... FWW
Feature Packet—w-2000-ill-proof-photoprint—staff ... SCS
Features—w-Ida Fried ... EPS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ... HLS-CWF
Nature Subjects—w-1000-ill-mim—Hugh Halliday ... TSS
Outdoor Canada—w-900-mim-mat—John Bennett ... TNS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ... FL
Outdoor Living—w-400—Various ... DHJ
Science News Report—5tw-2000-mim—Staff ... SCS
Science Wire Reports—dexS-800-by wire—Staff ... SCS
Skies Today, The—dS-1c2"-mim—Bailey R. Frank ... BRF
Small Worlds Around Us—d-500-mim—Lynn M. Watkins ... RTS-KEL
Speaking Of Pets—S-650-ill-mim-tape—H. H. Miller ... GFC
Weatherwise or Otherwise—w-400-mim—Capt. E. S. Neal ... MS
Wire By Mail Service—dexS-60-mim—Staff ... SCS

27—PATTERNS

Anne Cabot Needlework—d-100-1c7"-S-200-2c6"-man-ill-ilm—Anne Cabot ... NEA-DNB
Austine LaMar Fashion Patterns—S-2c8"-mat—Austine LaMar ... GFC
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ... CRA
Craft Patterns—w-2c7"-mat-ill ... CRA
Creative Woman-Sewing—d ex S-100-1c7-ill-ilm-man ... NEA-DNB
Dress Patterns—dS-1c-proof-ill-mat—Anne Adams, Marian Martin ... CP
Dress Patterns Features—dS-1c-proof-mat-ill—Anne Adams and Marian Martin ... KFS
Features—w—Ida Fried ... EPS
International Designers—w-2c-mat—Patterns ... SPS-MS
Iris Lane Dress Patterns—dexS-100-ilm-mats ... GFC
Knit Originals—3tw-1c-proof-mat-ill—Hilde Fuchs ... NE
Let's Sew—S-tps-ill-mat ... KFS
McCall's Printed Patterns—d-1c-proof-mat-ill-S-2c-proof-mat-2 colors-ill ... CP-MIL
Martha Madison Needlework Service—dexS-100-ilm-1c-mat ... GFC
Mary Brooks Pickens on Sewing—w-300-3c8"-man-ill-ilm—Mary Brooks Pickens ... NEA-DNB
Needlecraft Pattern Features—dS-1c-proof-mat-ill—Alice Brooks, Laura Wheeler ... KFS
Parade of Homes—w-3c8-ill-glossy—Staff ... HOG
Pattern of the Week—w-150-mim-ilm ... AFP
Pattern Party—S-tps-ill-mat ... KFS
Patterns—w-1c10"-mat—Iris Lane ... CSP
Patterns by Dutchess of Windsor—m-2c-mat ... SPS-MS
Personalized—w-2c-mat—Patterns ... SPS-MS
Prominent Designers Dress Patterns Feature—S-2c—Various Designers ... KFS
Seams to Me—tw-400-ilm-mim-ilm—Patricia Scott ... PNS-CWF-MIL
Sue Burnett Dress Pattern—d-100-1c7"; S-200-2c8"-man-ill-ilm—Sue Burnett ... NEA-DNB
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingston ... DF
Workshop Patterns—sw-1c-ilm-mat-100-Ruth Wyeth Spears ... RSP

28—PHOTOGRAPHY

Camera News—w-450-man-ill—Irving Desfor ... APN
Features—w—Ida Fried ... EPS
Hollywood Calling India—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Kingston—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Manila—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Melbourne—w-500-mim—Inez & Cecilia Pedroza ... ICP
Hollywood Calling Montreal—w-500-mim—Inez & Cecilia Pedroza ... ICP
Let's Take Pictures—w-700-ill--man—Rex Frost ... MIL
House Plans you can Buy—w-2c-3c-mat-glossy photographs—Hiawatha Estes ... NPB
News-Reals—w-5c-mat—Gerald Gardner ... AD
Portraits—irr-var-mim ... AFP
What's New in Photography—w-pt-hpt-hps-ill-mim—Jerome Lee ... JRL

29—PUZZLES - QUIZZES

A Problem a Day—dexS-mim-75-225-man—R. J. Allen ... WLG-MS
Anagrams—dexS-1c1½"-mim ... BM-DNB-KEL-MIL
Around The World Contest—72 releases-2c7"-ill ... SF
Better English—dexS-mim-85-300-man—D. C. Williams ... WLG-MS
Bible Bee—w-200-mim—Staff ... AV
Bible Puzzle—d-3½ x 5½"-mat drawings—Lester Lewis ... SS
Big Check Puzzle Contest, The—up to 80 rel.-2c5"-mat ... SF
Brain Game—6tw-mim ... KFS
Brain Twisters—dexS-mim-70-200-man—Don Dougin ... WLG-MS
Brain Twizzlers, The—d-150-200-ilm—Prof. J. D. Flint ... NNS
Bull's-Eye-Puzzle—w-3x3⅝"-mat-mim-clues ... BM-MIL-DNB-KEL
Coinword—w-100-ilm—Robert Pearsall ... GFC
Count the Change Game—60 releases-2c7"-ill ... SF
CP Crossword Puzzle—d-2c-mat ... CP
CP Crossword Puzzle—6tw-2c-mat ... KFS
Criss Cross—6tw-1c-mat—John Manning ... KFS
Crossword—S-3c10"-mat—Maynard Nichols ... GFC
Crossword Puzzle—w-2c8-mat-C. A. Gordon ... TNS
Crossword Puzzle—w-2c6½"—Staff ... CSP
Crossword Puzzle—w-2c-mat—Staff ... CPS
Crossword Puzzle—dexS-2c5½"-mat-ill—Staff ... NEA-DNB
Crossword Puzzle—d-2c3 3/16-mat—R. A. Power ... DWL
Cross Word Puzzle—d-2c10"; S-5c10"-mat—Staff ... PNS-MIL-CWF
Crossword Puzzle—w-2c6"-mat—A. C. Gordon ... WLG-MS
Cross Word Puzzle—w-2c5"-mat-glossy proof—Bernice Paschen ... SM
Cross-Word Puzzle—d-2c3 3/16"; S-3c6"-mat ... BM-KEL-DNB-MIL
Crossword Puzzles—d-2c-mat—Staff ... APN
Crossword Puzzles—dS-2c-mat—Staff ... CTN
Crossword Puzzles—d-2c; S-3c-mat ... UFS-BUF
Crossword Puzzle Contest—w-2c4"-ilm—Staff ... DNB
Crypt-A-Crossword—w-2c8-mim-ilm—Staff ... DWL
Crypt-A-Crossword—S-2c-mat ... BM-KEL-DNB-MIL

Cryptograms—dS (on mat with crossword puzzle) ..... PNS-MIL-CWF
Cryptoquip—6tw-mat—Staff ..... KFS
Cryptoquotes—6tw-mat—Staff ..... KFS
Daily Crossword—dexS-2c8"-mat—Margaret Farrar ..... GFC
Daily Puzzler—d-2c5"-mat—Clay Perion ..... GFC
Do You Know?—oas-1c4"-man—T. Jerome Bishop ..... BIS
Dollar Darts—w-2c5"-mat ..... SF
Dollar Dazzler—w-3"-3⅝"-mat-mimcines ..... BM-KEL-DNB-MIL
Dollarwords Puzzle—w-2c5½"-mat-ill—Staff ..... NEA-DNB
Factographs—6tw-mat-proof ..... KFS
Factoquiz—6tw-mim ..... KFS
Figuret-Fun with Figures—5tw-125-mim—J. A. H. Hunter ..... WHE
Figurits—w-mim-150-man—Don Douglas ..... WLG-MS
Gold Strike Bowling Contest—w-ilm ..... GFC
How's Your I. Q.?—dexS-mim-200-1c5" ERS
In The News—w-1c-ilm—George Grunewald ..... CF-MIL
Jumble—that Scrambled Word Game—dS-2c-mat ..... CTN
KFS Crossword Puzzle—6tw-2c-S-3c—Eugene Sheffer ..... KFS
Know Your Sports?—w-200-mim—Fred Van Buren ..... AV
Let's Think—dexS-150-mim—Clarice Erwin ..... AR
Little People's Puzzle—dS-2c-mat—Leo White ..... UFS
Look and Learn—dexS-mim-115-200-man—A. C. Gordon ..... WLG-MS
Merry Mixup—dexS-30-mim—Barbara Jones ..... AF
Package Deal—w-15 features-mat-glossy proofs ..... SM
Pathway to Success Quizz—w-hps-mim—Jane Sherrod ..... BPS
Photo Quiz—w-5 photos (outstanding personalities)-photos & Text—Robert Striar ..... AD
Pictorial Intelligram—w-100-2c5¾"—Staff ..... NEA-DNB
Premier Sunday Cross Word Puzzle—S-3c—Eugene Sheffer ..... KFS
Prize Crossword Puzzle—w-2c-mat ..... BM-KEL-DNB-MIL
Prizewords—w-2c-100-ill-ilm ..... NEA-DNB
Prizewords—w-2c-100-ill-ilm—Staff ..... EFS
Puzzle Page—S-ps-pt-mat ..... KFS
Q's and A's—dexS-100-1c4¾"-man-tape-ill-ilm—Staff ..... NEA-DNB
Quick Quiz—w-2c-mat—Lloyd Birmingham ..... GFC
Quiz Hall—dexS-2c5"-man—Wilton E. Hall ..... HPS
Self-Analysis Quiz—w-2c mats-proof-mim-text—Jane Sharrod Singer ..... SM
Skil-Word—w-100-ilm—Robert Pearsall....GFC
Solve-A-Crime—w-mim-350-man—A. C. Gordon ..... WLG-MS
Spanish Crossword Puzzle—6tw-2c-mat—Staff ..... KFS
Test Your Facts—d-man—Staff ..... CTN
Test Your Horse Sense—dS-man—Dr. George W. Crane ..... CTN
Test Your Vocabulary—dexS-2c-mat ..... BM-KEL-DNB-MIL
The Scrambler—d ex S-2c2"-mim—Ronald Anders ..... AR
Today's Message—d-S-2c-mat—Robert Pearsall ..... GFC
Treasure Hunt Contest—w-400-ill ..... SF
TV Crosswords Puzzle—w-3c8-mat-ill—Staff ..... NEA-DNB
TV Starscramble—S-2c-mat—Leo White ..... BM-MIL-DNB-KEL
TV Teaser Crossword Puzzle—w-3c5-4c6½"-mat-ill—Staff. ..... NEA-DNB
Two Minute Mystery—d-w-300-500-series-col.—Donald J. Sobol ..... TM
U.S. Wide Quiz—S-500-mim—Dan Williams ..... CF-MIL
Watch your English—d-200-mim—Carroll H. Jones ..... RTS-KEL
Weekend Bible Quiz—w-150-mim—Laving Ross Fowler ..... NNS
Weekly Crossword Puzzle—w-2c8"-mat—Staff ..... NEA-DNB
What Do You Know—6tw-mim—Dr. Sabina Connolly ..... KFS
What's Your Sports Score—dexS-100 1c3-mim—Fred Lukens ..... ERS
Where in the World . . .?—d-or S-1c2¼"-mat-mim—John I. Dugan ..... UFS-BUF
Who Am I?—d ex S-150-mim—Clarice Erwin ..... AR
Who Knows? The Answers—w-1c6"-man—Lillian Hughes ..... EC
Word Game—dexS-1c3"-mim ..... BM-KEL-DNB-MIL
Words, Wit & Wisdom—dexS-350-400-mim—William Morris .... BM-KEL-DNB-MIL
Young Hobby Club—dexS-250-1c-ill-mim-ilm—Cappy Dick ..... PNS-CWF-MIL
Zingo Contest—w-400-ill ..... SF

30—RADIO AND TELEVISION

A Closer Look—tw-350-550-mim—Ernie Kreiling ..... KR
A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, Screen & Stage personalities—glossy-8x10—Staff ..... WIP
Atkinson Column—tw-750-mim—Brooks Atkinson ..... NYT
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ..... TCN
Broadwayfarer (Motion Pictures)—sw-hps—Jerry Lee ..... JRL
By Henry Morgan—w-500—Henry Morgan ..... IN
Celebrity Corner—5tw-2c20"-man—Harold Latham ..... NJP
Channel Chuckles—d-1c3¾"-ilm—S-hps-tps-pt-mat—Bil Keane ..... RTS-KEL
Crosby Column—3tw-750-mim—John Crosby ..... PNS-MIL-CWF
Features—w—Ida Fried ..... EFS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Gag Bag—S-man—Larry Wolters ..... CTN
Global TV—w-500-man-mim-7x9 glossy photos supplied—Sandy Raines ..... RA
Hollywood—6tw-400-wire-(for morning papers)—Joe Finnigan ..... UPI
Hollywood Calling India—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Kingston—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Montreal—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Chuckles—w or dexS at-300-w-50d-mim—Pete Watson ..... GHF
Hollywood—6tw-400-wire-(for afternoon papers)—Vernon Scott ..... UPI
Hollywood—Movies—TV dexS-500-6?0-2c-21"-man-tape-ill—Dick Kleiner ..... NEA-DNB
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Inside TV—dexS-350-mim—Eve Starr GFC
Interview Features—oce-500-700-man-7x9 glossy photos supplied—Sandy Raines ..... RA
Las Vegas Limelight—1c—Barney Glazer ..... TCN
Lookin' 'n' Listenin'—w-500-mim—Ann Wardell Saunders ..... SE
Lookin' 'n' Listenin'—w-500-mim—
Memoirs of A Mangy Lover—12-part series-man-mim—Groucho Marx ..... DDS
Out Of This ShoWorld—dS-400-mim—Barney Glazer ..... TCN
"Playing the TV Field with Eunice"—3tw-col. form—Eunice Field ..... TEU
Point of View—3tw-400-min—Donald Freeman ..... CNS
Radio—Everyday—ds-var-man—Frances M. Knox ..... PB
Radio News Bulletin—d-var—Wire ..... AFP
Radio-Television Week—w-700-man-on AP wires—Cynthia Lowry ..... AP
Radio-TV: An Objective Report—oas-500-man—T. Jerome Bishop ..... BIS
Radio-TV Day by Day—d ex Sat.-500-man—Cynthia Lowry ..... APN
Radio-TV Picture Service—w-ill-mat-mim—Globe Photos, Inc. ..... LAT-TNS
Scan Features—oce-500-700-man-7x9 glossy prints supplied—Rex Roper ..... RA
Showbeat—dexS-550-2c12-ill-ilm-mim-man-tape—Dick Kleiner ..... NEA-DNB
Spotlight on Books—w-900-form-typed—Charles Lee CL
Show Biz—Color Cartoon—w-2c4½"-mat—Flash Fairfield ..... NEA-DNB
Show Time—Color TV Service—tab magazine cover—1200-w-ill-ilm ..... NEA-DNB
Shows To Watch (Television)—w-var-mim—Hal Humphrey ..... LAT-TNS
Television Candid Service—w-var-man-mat-ill ..... GP
Televison in Review—dexS-500-wire-(for afternoon papers)—Rick DuBrow ..... UPI
Television Week—S-750-by wire—Cynthia Lowry ..... APN
TV Cameo—w-3c-mat—Ed Misurell ..... CP
TV-Candids—w-500-mim—Terrence O'Flaherty ..... CHR
Theatre—d-500-mim—Howard Taubman ..... NYT
This Week's Motto—w-10-man—Staff..... SS
TV In Sight—w-2c6½-mat—Staff Artists ..... NEA-DNB
TV Interviews—S-500-ill-mim—Rona Barrett ..... BM-MIL-DNB-KEL
TV—From a Woman's Viewpoint—w-2c8—Marcia Michels ..... AMF
TV Front, The—6tw-600-mim—Richard K. Doan ..... PNS-CWF-MIL
TV Key Features, Mailbag, Previews—d-ill-mim—Stephen H. Scheuer & Staff ..... KFS
TV Laffs—d-1c-mat—Cliff Rogerson ..... BM-MIL-DNB-KEL
TV Micro Funnies—d-1c3¼"-ill-ilm—Geo. Lemont ..... NEA-DNB
TV Notebook—w-450-550-4c6½"-man-ill-ilm-tape—Joan Crosby ..... NEA-DNB

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TV-Off Camera—S-500-wire—Doc Quigg ..... UPI
TV Package—18tw-var-mim—Richard K. Doan, Alan Gill, Previews .... PNS-CWF-MIL
TV Previews—d-S-300-mim—Staff ..... PNS-MIL-CWF
TV Preview for Next Week—w-500-600-man ..... NEA-DNB
TV-Radio—d-500-mim—Jack Gould ..... NYT
TV-Radio—3tw-500-wire-(for morning papers)—Jack Gaver ..... UPI
TV-Radio Review—tw-man—Larry Wolters ..... CTN
TV-Radio Today—5tw-600-mim—Alan Gill ..... PNS-MIL-CWF
TV Scout—television preview service—d-500-600-man ..... NEA-DNB
TV Test—w-1c6-mats or orp—Staff ..... CSP
TV Time—dS-mim-var-Q & A-mim-1c2c-ill-movie review, catalog, previews, etc—Staff ..... BM-KEL-MIL-DNB
TV Today and Tomorrow—w-½ col.-man or tape—Ralf Hardester ..... EC
Video—Everyday—dS-var-man—Frances M. Knox ..... PB
Video—Everyweek—w-4 or 8 pts-mim-ilm—Frances M. Knox ..... PB
View—w-tpt-man-ilm—Frances M. Knox .. PB
Viewing TV—tw-350-mim—Hal Humphrey ..... LAT-TNS
What's On? TV-Radio—S-man—Ben Gross ..... CTN

51—RELIGION

A Lift For Living—S-500-mim-tape—Rev. Harold E. Kohn ..... GFC
A Minister's Casebook—w-750-man—Rev. Charles Howard Graf ..... GHS
Adventures with God—w-600-mim—Jane Scott ..... TNS
Altar Stairs—dS-2c4½"-man—Dr. John Marvin Rast ..... HPS
Archbishop Pocock Says—w-mim-Archbishop Pocock ..... TSS
Bible Bee—w-200-mim—Staff ..... AV
Bible, Can You Quote It?, The—d-150, S-250-mim—Lavina Ross Fowler ..... NNS
Bible Crossword Puzzle—w-2c-mat ..... KFS
Bible Speaks, The—w-1c20"-mat-ill—Dr. Kenneth Foreman ..... CPS
Bible Verse—w-1c2½"-man-Staff ..... EC
Bread of Life—d-123-mim-tape—Rev. A. Purnell Bailey ..... GFC
Church Ad—w-3c8-mats or orp—Staff ..... CSP
Confident Living—w-650-mim-tape—Dr. Norman Vincent Peale ..... HLS-CWF
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS-KEL
Daily News Reports, Domestic and Foreign—dex sat 12,500-var-mim—Staff ..... RNS
Days and Customs of All Faiths—w-var-mim-tape—Dr. Howard V. Harper ..... GFC
Dialogue—w-500-600-mim-Dr. Martin E. Marty, Dr. Trude Weiss—Rosmarin & Edward M. Keating ..... LE
Family Fortress—3tw-mim—Father Patrick Peyton ..... KFS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Finding The Way—Religious Column—w-350-1c10-tape-mat-ill—Ralph W. Loew, D.D. ..... NEA-DNB
Historic Churches in America—w-200-300-1c2¾"-2c2¾"-2c8½"-3c5½"-5c7"-mim-ill-ilm ..... FAF
International Bible Lesson Column—w-750-mat-man—Dr. Clarence W. Cranford ..... NCR
Jewish Quiz Box—w-400-mim—Rabbi Samuel Fox ..... JTA
Lenten Guideposts—sea-1200-mim—Various Authors ..... RTS-KEL
Lenten Series—an-450-600-2c10"—Authorities ..... NEA-DNB
Light on Life's Path—dexS-1c6"-mat—Roy Carley ..... CF-MIL
Living Faith—d-man—Harold Blake Walker ..... CTN
Looking Up At Life—w-man—Harold Blake Walker ..... CTN
Memo To Caesar—Lenten Series—40 Articles—dexS-275-man-mim—Ken Woodman ..... HPS
My Answer—d-1c-man—Billy Graham .... CTN
Our Religions—w-500-mim—Dr. Carlyle Adams ..... RTS-KEL
Prayer for Today—dexS-50-60-man—Various Authors ..... NCR
Religion in Review—w-1,000-mim—Staff ..... RNS
Religion in the News—w-450-by wire—Jules Loh ..... APN
Religion Today—w-500-by wire—George Cornell ..... APN
Religious Drawings—w-2c5"-3c6"-mat-glossy proofs—Jack Hamm ..... SM
Religious Press Newsletter—sm-w-2500-hpt-mim ..... WRP
Religious Remarkables—w-2c7"-mat-ill—Staff ..... RNS
Religious (Church) Series—w-3c-4c-5c-mat—J. C. Coleman ..... CA
Religious Series Features—oas-var-man—T. Jerome Bishop ..... DIS
Religious Service—d-var-mim ..... AFP
Sentence Sermonettes—Bible Thought For Today—dS-var-man—Rev. James De Forest Murch, D.D. ..... PRB
Sharing Our Treasure—w-650-mim-ill—Rev. John A. O'Brien ..... NCW
Shepherd Of Mankind, The—12-part series-man-mim—William E. Barrett ..... DDS
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Story of Michel Angelo's Pieta, The—7-part series-man-mim—Irving Stone ..... DDS
Strength For Today—dexS-250-mim—Dr. Earl L. Douglass ..... CF-MIL
Sunday School Lesson—S-750-mim—Dr. Earl L. Douglass ..... CF-MIL
Sunday's Sermon—w-1c6"-mat-ill—Rev. Robert Harper ..... CSP
Support the Church—w-3c9"-4c11"-5c13½"-mat-ill ..... KEA
The Power of Faith—w-2c3"-art & text-mats or prints—Woodi Ishmael ..... APN
Thoughts—Bible Classics Quotations—dS-50-75-1c2"-man-tape ..... NEA-DNB
Three Minutes A Day—dS-150-man—James Keller ..... MCN-CWF
Truth for Today: Let's Ask The Bible—d-400-mim—A. G. van Campen ..... GS
Turning Point—w-500-mim—Max Christensen ..... CS
TV Personalities—d-300-man-ill-ilm—Erskine Johnson ..... NEA-DNB
Varieties And Vistas-U.S.A.-L.A.—w-500—Inez & Cecilia Pedroza ..... ICP
Week in Liturgy, The—w-700-mim—Rev. Robert W. Horda ..... NCW
Week in Religion, The—w-900-var-mim.... RNS
Weekend Bible Quiz—w-150-mim—Lavina Ross Fowler ..... NNS
Weekly Bible Comment—w-45-2c7"-man ..... NEA-DNB
Weekly Meditation—w-150-mim—Colin Douglas ..... WLG-MS
Weekly Sunday School Lesson and Bible Strip—w-mat—Alfred Buescher and Newman Campbell ..... KFS
Weekly Sunday School Lesson and Bible Strip—w-mat—Alfred Buescher and R. H. Ramsey ..... CP
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS

32—RESEARCH—POLLS—SURVEYS

Almanac—7tw-wire—Staff ..... UPI
Editorial Research Daily Service—5tw-mim-600—Richard Spong ..... EDR
Editorial Research Reminder Service—w-mim-2000—Staff ..... EDR
Editorial Research Weekly Report—w-6000—Buel W. Patch, Asso. Ed. ..... EDR
Feature Packet—w-2000-ill-proof-photoprint—Staff ..... SCS
Gallup Poll—Public Opinion News Service—tw-var-man—Dr. George H. Gallup ..... PNS-CFW-MIL
"Hi-Fi Equipment"—dS-400-mim—Barney Glazer ..... TCN
It Your Name Is...(Fun with first names)—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
Local Affairs Service—d-600-man—Monte F. Bourjally & Staff ..... GS
Prospect of Immortality—12-part series-man-mim—Robert C. W. Ettinger ..... DDS
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Samuel Lubell Series—Public Opinion—var-mim—Samuel Lubell ..... UFS-BUF
Science News Report—5tw-2000-mim—Staff ..... SCS
Science Wire Reports—d ex S-800-by wire—Staff ..... SCS
The Rise And Fall of The Space Age—12-part series-man-mim—Edwin Diamond ..... DDS
Washington Capital News Service—6tw .. UPI
Wire By Mail Service—d ex S-60-mim—Staff ..... SCS

33—SCIENCE

Cigarette Habit: An Easy Cure, The—12-part series-man-mim—Arthur Cain, Ph.D. ..... DDS
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Our Space Age—d-2c-mat—Otto S. Linder ..... BM-MIL-DNB-KEL
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Science Review of Year—an-mim-ill—Staff ..... SCS
Science Shorts—d-120-mim—Staff ..... SCS
Science Today—w-800-mim—James A. Coleman ..... ALB
Science Wire Reports—dexS-by wire-800—Staff ..... SCS
Shaping the Earth—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL
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Stars Above—w-200-mim-ilm—Sherman Walker ..... LAT-TNS
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Wonders of Nature—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL
Wonders of the Universe—w-1000-mim-ill-tape—Dr. I. M. Levitt ..... GFC

34—SERIALS

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Bestseller—w-hps-mim or book form—Various Authors ..... BPS
Cartoon Books—w-book form—Various Authors ..... BPS
Conquering Your Allergy—14 instl.-series-man-tape—Buen Swinny, M.D. ..... GFC
Cigarette Habit: An Easy Cure, The—12-part series-man-mim—Arthur Cain, Ph.D. ..... DDS
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Fiction—d-36 chapters-42,000-mim-ill-ilm—Anne Allison & Roberta Martin ..... RTS-KEL
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Goldwater, Barry—20 installment series—"Freedom in His Flight Plan"—mim-tape—Stephen Shadegg ..... GFC
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Review of The Year—an-ps-hps-man-mat-ill—Staff ..... NEA-DNB
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School Supplement—an-10,000-mim-ill—Various ..... NCW
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Scott's Scrapbook—6tw-2c-3c-mat.... R. J. Scott ..... KFS
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Six Column Half Page of Weekly Features—w-6c9½-mat ..... SM

Sketches—d-1c-75-mim-tape—Ben Burroughs ..... GFC
Sparks of Wildom—dexS-mim-60-70-man—Cedric Simms ..... WLG-MS
Spot News Mats—6tw-mat ..... KFS
"The Shrewd Nude" or other light verse & dark—dex Sat-25-50-mim—John Milton Hagen ..... GHF
The Stars This Week—dS-800-mim—Doris Gay ..... AA
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Under Twenty—w-8 separate cols-500-mim—Kurt Larson and others .... CF-MIL
Vintage Years, The—w-4c (separate)-500-mim—R. O. Beckman ..... CF-MIL
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Year End News Review—an-ps-ill—Staff APN
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA-DNB
Year End Sports Review—an-var-ill—Staff ..... APN

37—SPORTS—OUTDOORS—BOATING

Afield and Afloat—dexS-1c3"-mat—Hank Andrews ..... AF
Arnold Palmer Method, The—3tw-200-mat; S-2c-mim-ilm-tape—Arnold Palmer .... NNS
Ask Joe Wilman—d-1c-100-ilm-tape—Joe Wilman ..... NNS
Ask Me—dS-100-mim—Charles Reichblum....DF
Baseball's Immortal Madcaps—20 articles-800-ill-ilm—Harry Jones and Fred Reinert ..... AF
Baseball Play-by-Play—wire—d-sea-man.... AP
Baseball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Baseball Statistics—tw-on-extension AP Sports wire—w-on ext. teletypesetter Sportswire ..... AP
Basketball Prophecy & Ratings—w-2c5-var-mim—Mort Olshan ..... MOS
Basketball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Better Five Pin Bowling—3tw-sea-ilm-mim—Joe D'Orazio ..... TSS
Between You 'n Me—3-550-2c11"-man-ill-ilm—Murray Olderman ..... NEA-DNB
Boating—w-500-mim—Jack Wollston .... UPI
Boom in Golf, Football, Baseball & Racing—w-tps-hnt-ill-mim—Al Ross ..... JRL
Bowling At Its Best—w-2c-mat—Dick Weber ..... GFC
Bowling Clinic—d-200-ill-ilm—Billy Sixty ..... NNS
Bowling Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Bowling Tips—d-1c-65-ilm—Don Carter & Marion Ladewig ..... NNS
Cane Power Ratings—College Basketball Ratings & Predictions—w-var-mim—Mort Schwartz ..... FF
Comment on Sports—w-1c15"-man-tape—Edward H. Sims ..... EC
CP Sports Mats—6tm-mat ..... KFS
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CP Sports Pictorial Page—w-p-mat ..... CP
Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
Curling Capsules—w-600-mim—Ernie Richardson ..... TNS
Curling Cues—w-sea-ill-mat-mim—Matt Baldwin ..... TSS
Daley Column—d ex sat-750-mim—Arthur Daley ..... NYT
Dick Dunkel's College Basketball Index—sw-var-mat—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—sw-var-mat—Dick Dunkel ..... DSR
Dunkel Sports Rating Service—sea-2&3c-mat-mim—Dick Dunkel ..... BM-MIL-KEL-DNB
Dursiag Sports Column—6tw-mim—Melvin Durslag ..... KFS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—Walt Ditzen ..... PNS-CWF-MIL
Features—w—Ida Fried ..... EPS
Football Prophecy & Ratings—w-2c5"-var-mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm—Harry Grayson, Murray Olderman NEA-DNB
Frank Graham Sports—6tw-proof—Frank Graham ..... KFS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Fur, Fin and Campfire—3tw-mat-proofs—Staff ..... KFS
Fur, Fin and Campfire—3tw-mat—Staff ..... CP
Golf School—d-200-ill-ilm—Sam Snead ..... NNS
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Grayson Reports—tw-400-500-man-ill-ilm-tape—Harry Grayson ..... NEA-DNB
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Hockey Hints—3tw-ill-mim-sea—Gordie Howe ..... TSS
Hunting and Fishing—sea-150-300-1c6-12-man—Authorities ..... NEA-DNB
I Bet You Didn't Know—w-300-mim-various Sports ..... CR
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Inside Auto Racing—tw-750-mim—Don O'Reilly ..... AU
Jack Murphy on Sports—tw-700-mim—Jack Murphy ..... CNS
Jack Nicklaus on Golf—tw-2c4¾"-mat—Jack Nicklaus ..... HLS-CWF
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Rx for Your Golf—d-1c-ilm—Dr. Cary Middlecoff ..... NNS
Silver On Sports—fn-800-mim—Jesse Silver & Roy Silver ..... JTA
Smooth Sailing Ahead—w-18-part-series-1c-ilm-mim-tape—Com. Fraser-Harris, RCN ..... NNS
Soccer Shots—3tw-500-2c7½"-man-ill—Milt Miller ..... SA
Solunar Tables—w-500-mim-ilm—John Alden Knight & Richard Alden Knight ..... RTS-KEL
Speaking of Boats—w-150-plus-Readers Questions-mim—Ken Whitteker ..... BOF
Sport—trr-var-mim ..... AFP
Sport Scene—3tw-2c7"-man-mim—Lee James ..... JL
Sports Patrol (for morning papers)—6tw-400-man—Steve Snider ..... UPI
Sports Puzzler—dS-50-mim—Chuck Reichblum ..... CR
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Sports Cartoons—1c2½"-2c4"-mat-ill—British Artists ..... JL
Sports Column—w-600-mim—Ted Williams ..... BM-MIL-DNB-KEL
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Sports, Fillers—w-1c-ptd copy datelined and headed ..... STF
Sports Illustrations—tw-2c6"-3c6"-ill-ilm—Murray Olderman ..... NEA-DNB
Sports Newsfeatures—w-ill-ilm—Staff .... APN
Sports Today—5tw-mim—Jimmy Cannon ..... KFS
Sports Vista—3tw-450-mim—Gene Gregston ..... CNS
Sportsman's Digest—dexS-1c4"-mat—Hal Sharp ..... GFC
Sports Newspictures—d-1c-2c-3c-mat ..... NEA-DNB
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA

Sports Pictorial Page—w-S—Staff ..... KFS
Sports Pictures—glo-mats-ind-on contract ..... UPIN
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
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Strikes & Spares—d-1c-100-ilm—Joe Wilman ..... NNS
Teletypesetter Box Score—wire-d-six-tape AP
Teletypesetter Sports Wire—7tw-national trunk sports by monitor and tape ..... AP
Tennis Topics—w-500-mim—Asher J. Birnbaum ..... TF
Tenpin Tips—6tw-1c-mat—Frank Clause ..... GFC
This Day in Sports—d-1c-mat—Lenny Hollreiser ..... CTN
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Today's Sport Parade—6tw-400-wire—Oscar Fraley ..... UPI
Today's Sportrait—5tw-300-wire—Staff .. UPI
Views of Sport—6tw-900-mim—W. W. "Red" Smith ..... PNS-MIL-CWF
Ward to the Wise—5tw-man—Gene Ward ..... CTN
Water Skiing—w-sea-750-mim—Clint Ward ..... TSS
Weekly Pigskin Picture—Inter-collegiate Football Digest—w-2c-3c-var-man—Ross Waite & Jack Calhoun ..... WCE
What's Doin' in Sports—w-2c6"-man—Phil Kalker ..... AMF
What's Your Sports Score—dexS-100-1c3"-mim—Fred Lukens ..... ERS
Winter Feature Package—dS-sea-var-mim-ill—Staff ..... CPA
Young Ideas—tw-man—Dick Young ..... CTN
Your Boat and Mine—w-450-mim-ilm—J. Kenneth Whitteker ..... BOF
You're the Skipper—w-500-ill-mim-ilm—John Bohannan ..... PNS-CWF-MIL

38—STAMPS

A Bout With Stamps!—d-w-m-500-4c5"-man—Frank Del-Witt ..... HT
Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
Keeping Posted—w-400-mim—Frank Graham ..... CNS
Labor on Stamps—w-1c3"-man-ill—Lee James ..... JL
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Stamp Corner—w-500-mat-ill—James Montagnes ..... TSS
Stamp News—w-500-mat-ill—Ernest Kehr ..... PNS-MIL-CWF
Stamp Nook—w-400-mim-ill—Ronald Anders ..... AR
Stamps in the News—w-450-man-ill—Syd Kronish ..... APN
Stories About Stamps—w-2c4"-man—Doug Patrick ..... RGB

38A—TEENAGE

Advice to Teen-Agers—3tw-man; S-ill-ilm—Sheila Daly ..... CTN
Ask The Teacher—5tw-300-mim—Shirley Schrsub ..... MCN-CWF
Attention All Mothers—dS-var-man—Sandra Coffing ..... AA
Calling All Teen Agers—dS-500-mim—Ginny Bee ..... AA
College and You—3tw-600-mim—Abraham Lass ..... PNS-CWF-MIL
Con la Lev en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Doctor Funshine—S-var-mat—William Weber ..... CHR
Doris Answers Youth—w-750-mim—Doris Revere Peters ..... NCW
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Fitness For The Whole Family—12-part series-man-mim—Paul Dudley White, M.D. & Curtis Mitchell ..... DDS
Hollywood—w-on year-round basis-Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ..... ICP
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Jackie Robinson Says—w-500-mim—Floyd Patterson ..... VIP
Let The Ladies Decide—5tw-2c-300-400-mim—Lawrence Cavendish ..... MA
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BF

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Taffy's Tips—5tw-1c-mat-ill—Dolly Martin ..... PNS-MIL-CWF
Teenage Corner—6tw-350-mim—Ellie and David Lavin ..... TE
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS-KEL
Teen Scene—ocr or oas-var-mim-ill—Molly Potkin ..... CJC
Teenage Tips—w-bps-mim—Jane Sherrod ..... BPS
Teenagers Say—w-1000-mim— Lester Rand YR
Today's Teens—w-300-mim—Lester Rand ..... YR
TV & Radio Reviews—d-w-500—Ruth Del Monte ..... JRL
You And Your Personality—dS-var-man—Charlotte Clemens ..... AA
Youth-Parent Council, The—5tw-2c7"-390-350-mim—Martha Lee ..... MA
Youthful Viewpoint, The—w-1000-mim—Lester Rand ..... YR

39—TRAVEL

Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
Africa To Me: Person To Person—7-part series-man-mim—Emily Hahn ..... DDS
Around the World With Delaplane—Weekend—400-500-mim—Stanton Delaplane ..... CHR
Atkinson Column—tw-750-mim—Brooks Atkinson ..... NYT
Car Clinic—dS-ilm—Alex S. Arnott ..... AA
Features—w—Ida Fried ..... EPS
Foreign News Service—w-500-800-offset-mim-English, French, Spanish & Portuguese—Staff, Correspondents & Outside contributors ..... FNS
Going Places—S-1000-mim-tape—Shirley and Bob Sloane ..... GFC
Hollywood Calling India—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Kingston—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Manila—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Melbourne—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Hollywood Calling Montreal—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Israeli Diary—w-700-800-man—Paul Martin Michael ..... VN
Journeys to Pleasure—w-600-mim-ill—Frances Kaltun ..... PNS-CWF-MIL
Las Vegas Limelight—1c—Barney Glazer TCN
Let's Go—w-500-man ..... EPS
Lightest Mexico—5tw-500-mim—John Abney ..... JO
Little Journeys to Great Homes—w-650-750-mim—original photos—Louise Hubbard ..... HN
Minia-Tours—w-550-650-mim—Walter W. Hubbard ..... HN
Of All Places—S-750-mim-ill—Horace Sutton ..... HLS-CWF
On The Move—w-400-mim—Guy Ryan .... CNS
On Wheels & Wings—w— John Quirt ..... IN
Postcard—d-400-500-mim—Stanton Delaplane ..... CHR
Southwest Features—Staff ..... CNS
Travel—w—Margaret Williams ..... EPS
Travel Column—w—Richard Joseph ..... CTN
Traveler, The—w-tps—Jerome Lee ..... JRL
Varied—m-var-man— ..... GLN
Winter Feature Package—dS-sea-var-mim-ill—Staff ..... CPA

40—VETERANS

Army Times News Syndicate produces "At Your Service" (Questions and Answers on veterans, draft and Reserve obligations, and military subjects)—d-var-mim—Staff ..... AT
At Your Service (Questions and Answers)—dex S-mim-500—Staff ..... AT
GI Memories—oas-var-man—T. Jerome Bishop ..... EIS

41—WOMEN'S PAGES

A Child's World—2tw-400-mim—Isabelle Buckley ..... PNS-MIL-CWF
A Home To Live In—w-2c5"-2c7"-mat-ill-ptd copy ..... SHP
A Matter of Taste—3tw-350-mim-ill—William Pahlmann ..... HLS-CWF
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A Minority of One—w-600-mim—Dennis Murray ..... WNS
Amy Vanderbilt's Etiquette—*dexSat.-500-mim-tape—Amy Vanderbilt ..... UFS-BUF
Ann Landers' Human Relations Column—dS-750-mim-tape ..... PNS-CWF-MIL
Anne Cabot Needlework—d-100-1c7"; S-200-2c6"-man-ill-ilm—Anne Cabot .... NEA-DNB
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Around The World—tw-mat—Temple Manning ..... KFS
Ask Amy—w-2c10-mat—Amy Adams ..... CPS
Ask Dorothy Draper—eodexS-300-mim—Dorothy Draper ..... AD
At Our House—w-650-mim—Mary Timley (Mrs. John Jay) Daly ..... NCW
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Beauty and the Beast—d-400-500-mim—Count Marco ..... CHR
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ..... NEA-DNB
Beauty Briefs—300-450-2c-man-tape—Alicia Hart ..... NEA-DNB
Beauty Care—w-800-mim ..... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Alicia Hart ..... NEA-DNB
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Beauty in the News—w-600-mim—Catharine Brewster ..... WNS
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS-KEL
Better Homemaking—sw-300-650-tape-man-ill-ilm—Kay Sherwood ..... NEA-DNB
Betty Beale's Washington Letter—w-750-mim-tape—Betty Beale ..... HLS-CWF
Between Us Girls—dexS-1c1⅞"-mat—Ashton Wing and Jeanne Harris ..... AF
Big Photo Feature Stories—6tw-mat—Marion Clyde McCarroll; Joan O'Sullivan; See Barden ..... KFS
Broadway Box Score—S-700-wire—Staff ..... UPI
Calling All Home Makers—w-300—Various CR
Calling All Teen Agers—dS-500-mim—Ginny Bee ..... AA
Canadian Fashion & Fad—eod ex S-400-mim—Pegg Rogers ..... DWL
Career Corner—w-250-mim—Staff ..... UPI
Career Girl—2tw-500—June Wilson ..... WNS
Child-Parent Relations—The Mature Parent—tw-350-2c8"-man-tape—Mrs. Muriel Lawrence ..... NEA-DNB
Christmas Shopping Feature—an-ps-tape-man-ill-ilm—Staff ..... NEA-DNB
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS-KEL
Cooking Corner—w-450-mim—Susan Delight ..... CNS
Cook's Tour—w-400-mim—Jeanne Lesem UPI
Daily Food Column—6tw-600-ill-mat—Clementine Paddleford ..... PNS-MIL-CWF
Dear Abby—d-500-man-tape—Abigail van Buren ..... MCN-CWF
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Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS-BUF
Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ..... PNS-MIL-CWF
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Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Easy Does It—3tw-mim—Win Packer .... TSS
Eat Up and Slim Down—book serialization—14 installments-1c20-ilm-printed proofs—Lelord Kordel ..... SPE
Elegance—12-part series-man-mim—Genevieve Antoine Dariaux ..... DDS
Family Circus—d-2c4-3c6¼"-mat; S-tps-mat—Bill Keane ..... RTS-KEL
Family Finance—w-700-mim—Betty Yarmon ..... WNS
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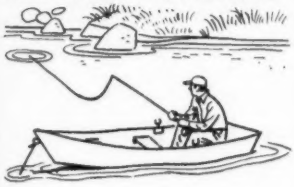
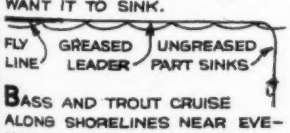
GREASED LINE FLY FISHING IN A LAKE



IT'S MORE CONVENIENT TO FISH THUS FROM AN ANCHORED BOAT, BUT YOU MAY ALSO FISH FROM SHORE. THIS IS LIKE STILL-FISHING. THE LINE, AND ALL BUT 12" OF LEADER'S END SHOULD BE WELL GREASED SO IT FLOATS. DON'T GET ANY GREASE ON THAT 12", OR FLY (USE A NYMPH); YOU WANT IT TO SINK.



BASS AND TROUT CRUISE ALONG SHORELINES NEAR EVENING. CAST BETWEEN THEIR DIMPLED RISES, THEN WAIT. WHEN A FISH TAKES NYMPH, THE LEADER MOVES. THEN STRIKE SOFTLY.

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Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
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Muriel Lawrence's Column—tw-350-2c5-man-tape—Muriel Lawrence ..... NEA-DNB
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Oh, Lady!—d-1c5 9/16"-mat—Ruth Marcus ..... HLS-CWF
On Raising Children—S-400-wire—Patricia McCormack ..... UPI
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Pattern of the Week—w-150-mim-ilm ... AFP
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Points for Parents—d-2c2⅞"-ilm—Edyth Thomas Wallace ..... RTS-KEL
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American Album (currently Civil War)— Sergeant Dalzell (Wayne Jordan) ..... SD
American Journal, The—Jim Baker ..... DF
Amy Vanderbilt's Etiquette— Amy Vanderbilt ..... UFS-BUF
Amy—Mace-Tippit ..... RTS-KEL
Analysis of Notables—Muriel Stafford .... HAF
Analyst's Panel, The—Donald Rogers ..... IN
An Altar Boy Named Speck— Margaret Ahern ..... NCW
An Editor's Viewpoint—Jenkin Lloyd Jones ..... GFC
Andy Capp—Fred Smythe ..... MIL
Andy Capp—Reggie Smythe .... HLS-CWF-ATF
Angel—Mel Casson ..... PNS-CWF-CDN
Ann Landers' Human Relations Column— Ann Landers ..... PNS-CWF-CDN
Anne Cabot Needlework— Anne Cabot ..... NEA-DNB
Anniversary Story—Graham Wilson .... CF-MIL
Antiques—Dorothy H. Jenkins ..... DHJ
Antiques and Attic-ulations— Katherine Schilling ..... HT
Apartment 3-G—Alex Kotzsky ..PNS-CWF-CDN
AP Biographical Service—advance obituary service—Douw Fonda ..... AP
Archbishop Pocock Says—Archbishop Pocock ..... TSS
Archie—Bob Montana ..... KFS-RGB-TSS
Architects Home Designs—Gerry Bishop BM-DNB-KEL-AN-MIL
Arnold Palmer Method, The— Arnold Palmer ..... NNS-TSS
Around the World— Temple Manning ..... KFS-TSS
Around The World With Delaplane— Stan Delaplane ..... CHR-CWF
Art Column—Emily Genauer PNS-MIL-CWF-CDN
Art Linkletter's Kids—Art Linkletter .... KFS
Articles on Automobiling— Frederick C. Russell .....RS-MIL
Artist Profile—Peter Winter ..... LAT-TNS
Ask Amy—Amy Adams ..... CPS
Ask Andy—Ellen Wales Walpole ..... LAT-TNS
Ask Any Question—Yustin Wallrapp ..... IN
Ask Dorothy Draper—Dorothy Draper ..... AD
Ask Joe Wilman—Joe Wilman ..... NNS-TSS
"Ask Me"—Chuck Reichblum ..... DF
Ask The Teacher—Shirley Schaub ..... MCN-CWF
As I See It—Hugh Russell Fraser .... CF-MIL
Assignment: America—Phyllis Battele HHS-KFS
Assignment: West Coast— Neil Morgan ..... CNS
Associated Architects—Jack McEleney .... ASA
Astro-Guide—Cecan ..... PNS-CWF-CDN
Astrology Column—Sydney Omarr ..... GFC
Atkinson Column—Brooks Atkinson ..... NYT
At Our House—Mary Tinley (Mrs. John Jay) Daly ..... NCW
Attention All Mothers—Sandra Coffing ..... AA
Aunt Het—Roy Ketcham ..... PNS-CWF-CDN
Austine LeMar Fashion Patterns— Austine LeMar ..... GFC
Autorama—Mel Martin ..... MME
Automobiles—David Allen ..... DHJ
Automobile Buyer's Guide—Mel Martin MME
Automobile News—Charles Cain ..... AP
Avengers, The—R. Dickens ..... BPS
A World of Style—Natalie Gittelson ..... GFC

B

Babe 'n' Horace—Les Carroll ..... NEA-DNB
Babson's Authentic Release— Roger W. Babson ..... PFR
Backdrop, The—John C. O'Brien ..... NCW
Background Stories—Tom A. Cullen. Leon Dennen, Jerry Sheehan, Boyd Lewis, Gaynor Maddox, Bruce Biossat, Ray Cromley, Ward Cannel, Rosette Hargrove ..... NEA-DNB
Backstairs at the White House— Merriman Smith ..... UPI
Bahamas Beat—Darwin H. Shopoff ..... CPA
Baker Column—Russell Baker ..... NYT
Barbs—Hal Cochran ..... NEA-DNB
Barney Glazer From Hollywood— Barney Glazer ..... TCN
Barney Google and Snuffy Smith— Fred Lasswell ..... KFS-TSS
Barron Cartoons—Sidney Barron ..... TSS
Baseball's Immortal Madcaps— Harry Jones and Fred Reinert ..... AF
Basketball Prophecy and Ratings— Mort Olshan ..... MOS
Bat Masterson—Herron and Nostrand CF-MIL
Be Smart—Kubal ..... GFC
Beatrice Fairfax—Beatrice Fairfax ..... KFS-RGB-TSS
"B.C."—Johnny Hart ..... PNS-MIL-CWF-CDN
Beauty—Vivian Brown ..... APN
Beauty—Maureen Counihan ..... CTN
Beauty In Orbit—Mildred Gibson .... NNS-TSS
Beauty After Forty—Edyth Thornton McLeod ..... MCN-CWF
Beauty and You—Solange Bertrand ..... DNB-KEL-BM-MIL
Beauty and the Beast—Count Marco .... CHR
Beauty at Home—Lynn Carter ..... WLG-MS
Beauty Briefs—Alicia Hart ..... NEA-DNB
Beauty Box—Jeanne D'Arcy .... KFS-RGB-TSS
Beauty Column—Alicia Hart ..... NEA-DNB
Beauty Hints—Dina Dellale ..... EPS
Beauty in the News— Catharine Brewster ..... WNS
Beauty Secrets of the Stars— Anita Hamilton ..... HLW
Beetle Bailey—Mort Walker .... KFS-RGB-TSS
Behind the News in Business— Leslie Gould ..... KFS-TSS
Behind The Scenes At The United Nations—David Horowitz ..... WUP
Behind the Scenes in Hollywood— Harrison Carroll ..... KFS-TSS
Behrendt Editorial Cartoons— Fritz Behrendt ..... PNS-MIL-CWF-CDN
Belvedere—Nat Greenwood ..... AD
Below Olympus—Frank Interlandi ... LAT-TNS
Ben Casey—Neal Adams ..... NEA-DNB
Ben Hardy and The American Journal— Jim Baker ..... DF
Berryman-Crockett Cartoons—James Berryman and Gib Crocket ..... KFS-TSS
Berrys, The—Carl Grubert ..... PNS-CWF-CDN
Berry's World—Jim Berry .....NEA-DNB
Best Foreign Cartoons—H. Baehr ..... BPS
Better English—D. C. Williams ..... WLG-MS
Better Half, The—Bob Barnes ..... RTS-KEL
Better Homemaking— Kay Sherwood ..... NEA-DNB
Better Five Pin Bowling—Joe D'Orazio .... TSS
Betty Beale's Washington Letter— Betty Beale ..... HLS-CWF-ATF
Between the Lines— Edith Kermit Roosevelt ..... ROO
Between Us Girls—Ashton Wing and Jeane Harris ..... AF
Between You 'n' Me— Murray Olderman ..... NEA-DNB
Between You And Me—Boris Smolar ..... JTA
Bevans—Parent-Child—Gladys Bevans .... CTN
Bible, Can You Quote It? The— Lavina Ross Fowler ..... NNS-TSS
Bible Puzzle—Lester Lewis ..... SS
Biddie and Bert— Bob Donovan ..... HCL-CWF-ATF
Bible Speaks, The— Dr. Kenneth Foreman ..... CPS
Big Ben Bolt— John Cullen Murphy ..... KFS-RGB-TSS
Big George—Virgil Partch ..... PNS-CWF-CDN
Big Photo Feature Stories— Marion Clyde McCarroll, Joan O'Sullivan, Sue Barden ..... KFS-TSS
Big Sister—Bob Naylor ..... KFS-CP-TSS
Bishop Sheen Writes— Msgr. Fulton J. Sheen ..... GMA
Bits of America—Clarice Irwin ..... AR
Blackwood on Bridge— Easley Blackwood ..... NNS
Blake Heart to Heart Talks— Doris Blake ..... CTN
Blast Blair—Keith Willingham ..... UFS-BUF
Blitz Brothers—Bill Sakren ..... MCN-CWF
Blondie—Chic Young ..... KFS-TSS
Blue-Chips—Morrie Brickman ..... BM-DNB-KEL-MIL
Boating—Stan Davies ..... TSS
Boating—Jack Wolston ..... UPI
Bobby—Jerry Iger ..... PF
Bolton, Whitney—Whitney Bolton ....MCN-CWF
Bonnie—Joe Campbell ..... MCN-CWF
Books and Arts—Miles Smith ..... APN
Book Reviews—William Hogan ..... CHR
Book Review—Clark Kinnaird ..... KFS-TSS
Book Reviews—Miles Smith ..... APN
Book Reviews—Phil Kalker ..... JRL
Books and Things— Maurice Dolbier ..... PNS-MIL-CDN
Books I Have Read—T. Jerome Eshop .... BIS
Bookshelf—Jeff Lee ..... JL
Boots—Les Carroll ..... NEA-DNB
Borgstedt Editorial Cartoons— Douglas Borgstedt ..... KFS-TSS
Bowling At Its Best—Dick Weber ..... GFC
Bowling Clinic—Billy Sixty ..... NNS-TSS
Bowling Tips—Don Carter & Marion Ladewig ..... NNS-TSS
Box Seat—Ray Helle ..... CTN
Boy and Girl—John Rouson ..... GFC
Boyle's Column—Hal Boyle ..... APN
Brain Twisters—Don Douglas ..... WLG-MS
Brain Twizzlers—Prof. J. D. Flint ..... NNS
Bread of Life— Rev. A. Purnell Bailey ..... GFC
Breadwinner's Journal, The— Donald I. Rogers ..... IN
Brenda Starr—Dale Messick ..... CTN
Brick Bradford— Paul Norris ..... KFS-CP-TSS
Bridge—Charles Goren ..... CTN
Bridge—Mary Stone ..... CSP
Bridge Column—Oswald Jacoby .... NEA-DNB
Bridge Deck—Florence Osborn PNS-MIL-CDN
Bringing Up Father—Kavanaugh- Fletcher-Greene ..... KFS-TSS-RGB
Broadway—Jack Gaver ..... UPI
Broadway Beat—Hans Holber ..... EPS
Broadway Karikatures—Joe Kaliff ..... AMF
Broadway Vignettes—Marcia Michels .... AMF
Broadwayfarer Stage & Books: Short Stories, Motion Pictures—Jerome Lee....JRL
Buchanan, Jim Correspondent— Jim Buchanan ..... CPA
Buchwald Column—Art Buchwald PNS-MIL-CDN
Bullwinkle—Al Kilgore .... BM-MIL-KEL-DNB
Buenos Dias—Ed Nofziger (Eduardo), Hanna Hutchinson (Author) ..... GMA-RI
Bunion—Jack Martin ..... NNS-TSS
Business and Finance— Carl Ritter and Carl Plain ..... CNS
Business Outlook—J. A. Livingston PNS-CWF-CDN
Business Today— Elmer Roessner ..... BM-MIL-KEL-DNB
Business With Pleasure— Harry S. Donen ..... DHS
Buz Sawyer—Roy Crane ..... KFS-TSS
By Henry Morgan—Henry Morgan ..... IN

C

Caesar—W. Timyn ..... CTN
Cage Power Ratings—Mort Schwartz ..... FF
Cal Tinney—Cal Tinney ..... GFC
California Report—Art Ribbel ..... CNS
Calling All Teen Agers—Ginny Bee ..... AA
Camera News—Irving Desfor ..... APN
Canadian Business Report—John Meyer ..... TSS
Canadian Fashion & Fad—Peg Rogers DWL
Candy—Tom Dorr ..... CSP
Cannel at Bay—Ward Cannel ..... NEA-DNB
Capital Cornpone—Lyn Nofziger ..... CNS
Capital Letter—Ruth Montgomery .... KFS-TSS
Capitol Spotlight—Milton Friedman ..... JTA
Capital Stuff—Ted Lewis ..... CTN
Cappy Dick—Cappy Dick ..... PNS-CWF-CDN
Captain and the Kids, The— Rudolph Dirks ..... UFS-BUF
Captain Easy—Leslie Turner ..... NEA-DNB
Car Clinic—Alex S. Arnott ..... AA
Career Girl—June Wilson ..... WNS
Career Counselor—Marion Phillips ..... TNS
Cargill Editorial Cartoons— Jesse Cargill ..... KFS-CP-TSS
Caricatures—Brandel ..... CTN
Carmichael—Dave Eastman ..... LAT-TNS
Carnival (plus Mr. Merryweather)— Dick Turner .....NEA-DNB
Carroll Righter—Carroll Righter .... MCN-CWF
Cartoon—N. Bee ..... JTA
Cassandra Column—Cassandra ..... UPA
Cats and Their Care—Henrietta Hitchcock ..... CF-MIL
Changing Scene, The— Kenneth L. Dixon ..... UFS-BUF
Channel Chuckles—Ed Keane ..... RTS-KEL
Charley Weaver Says—Cliff Arquette....CF-MIL
Charting the Grains— Donald W. Martin ..... CNS
Cheerful Cherub, The— Rebecca McCann ..... GMA
Chef, The—Sylvia Windle Humphrey ..... BM-DNB-KEL-MIL
Chess—Leonard Barden ..... MS
Chess Master—George Koltanowski ..... GG
Chic Chat—Nancy Randolph ..... CTN
Child Care—Milton I. Levine, M.D. and Jean H. Seligmann ..... GFC
Child-Parent Relations—The Mature Parent—Mrs. Muriel Lawrence .... NEA-DNB
Ching Chow—Will Henry ..... CTN
Chris Welkin—Planeteer— Russ Winterbotham (author), Art Sansom (artist) ..... NEA-DNB
Chucklets—John Milton Hagen ..... ETG
Church Chuckles—Charles Cartwright ..... SM-CAR
Cindy Says—Cindy Adams ..... CO
Cicero's Cat—Al Smith .... BM-DNB-KEL-MIL
Cigarette Habit, The; An Easy Cure— Arthur Cain, Ph.D. ..... DDS
Cisco Kid—Jose Luis Salinas and Rod Reed ..... KFS-RGB-TSS
Citizen Heroes—Paul Martin Michael .... VN
Citizen Sibley—Dick Ericson ..... SM
Civil War Album—Sergeant Dalzell (Wayne Jordan) ..... SD
Classical Records—Delos Smith ..... UPI
Clare Boothe Luce— Clare Boothe Luce ..... PNS-CDN
"Clip 'n Save" Hair Patterns— Sandy Brier ..... SPS
Clothes Make Your Man— Harry Juster ..... RTS-KEL
Clothes Poll—Helen Hennessy ..... NEA-DNB
Coin Corner—Joan Whitby ..... TNS
Coinword—Robert Pearsall ..... GFC
College and You—Abraham Lass ..... PNS-CDN
Colonel Says, The—N. W. Wood ..... WFS
Coloring College—Matt Curzon ..... CTN
Colvin's Commentary—Melvin Colvin ..... CF-MIL
Comic Dictionary—Evan Esar ..... RTS-KEL
Comic Zoo, The—George Scarbo .... NEA-DNB
Coming of Age—Sally Hamilton ..... TNS
Comment on Sports—Edward H. Sims ..... EC
Community Capers—Al Smith ..... SM
Confident Living—Dr. Norman Vincent Peale ..... HLS-CWF-ATF
Conniff, Frank—Conniff's Capital Corner HHS
Conquering Your Allergy Series— Boen Swinny, M.D. ..... GFC
Conrad Cartoons—Paul Conrad ..... RTS-KEL
Constantine Brown— Constantine Brown ..... BM-DNB-KEL-MIL
Continental Diary— Noel Anthony ..... NANA-CWF-KEL-WNS
Contract Bridge— B. J. Becker ..... CP-CPC-KFS-TSS
Cook's Tour—Jeanne Lesem ..... UPI
Cooking Chat—Margaret Carr ..... TSS-NNS
Cooking Corner—Susan Delight ..... CNS
Cooking Pages—Marjorie Elwood .....TSS
Country Gourmet— Claire Barcher Ackerman ..... CO
Country Parson—Frank Clark ..... SM
Country Parson, The—Frank Clark RTS-KEL
Cow Pokes—Ace Reid C
Craft Patterns—A. Neely Hall ..... CRA
Crime Close-up—Harry Lui ..... LIA
Criss Cross—John Manning ..... KFS-TSS
Criswell Predicts!— Jeren King Criswell ..... CRP
Croiset The Clairvoyant—Jack Pollack .... DDS
Crook Editorial Cartoons—Ken Crook ..... NE
Crosby Column—John Crosby ..... PNS-CDN
Crossword—Maynard Nichols ..... GFC
Crossword Puzzle—A. C. Gordon .... WLG-MS
Crossword Puzzle—C. A. Gordon ..... TNS
Crossword Puzzle—R. A. Power ..... DWL
Crossword Puzzle—Bernice Paschen ..... SM
Curious Facts—Donald Whitacre ..... CFF
Curling Capsules—Ernie Richardson ..... TNS
Curling Cues—Matt Baldwin ..... TSS
Cuties—E. Simms Campbell .... KFS-RGB-TSS
Cy Barrett Says— Cyrus Barrett, Jr. ..... NNS-TSS

D

D. C. Current—Marianne Means ..... HHS
Daffynitions!—Paul H. Gilbert ..... GFC
Daily Astrology— Rita Del Mar ..... PHI
Daily Crossword—Margaret Farrar ..... GFC
Daily Flashback Calendar— Dick Peeples ..... AF
Daily Food Column— Clementine Paddleford ..... PNS-MIL-CDN
Daily Investor—William A. Doyle .... UFS-BUF
Daily Puzzler—Clay Pollen ..... GFC

TITLES OF BY LINED FEATURES

Daley Column—Arthur Daley ..... NYT
Dance & Music Column—
Walter Terry ..... PNS-MIL-CDN
Dan Flagg—Dan Sherwood ..... MCN-CWF
David Crane—Greig Flessel .... HLS-CWF-ATF
Dateline: Europe—Otto von
Habsburg ..... KFS-RGB-TSS
Davy Crockett, Frontiersman—
Jim McArdle ..... CF-MIL
Davy Jones—Sam Leff and A.
McWilliams ..... UFS-BUF
Day Shift—Frank Adams ..... HLS-CWF-ATF
Days and Customs of All Faiths—
Dr. Howard V. Harper ..... GFC
Dear Abby—Abigail Van Buren ..... MCN-CWF
Dear Donnalu—Donnalu Wigmore ..... INS
Dear Doris—Doris Clark ..... TNS
Dear Jan—Jan Conley ..... CFS
Dear Mrs. Mayfield—
Molly Mayfield ..... UFS-BUF
Dear Sally—Sally Shaw ..... WLG-MR
Debby Drake—Debby Drake .... PNS-MIL-CDN
D C Wash—Gerry Van der Heuvel ..... CTN
Deems—Tom Oke ..... SM
Denhoff Food Articles—
Alice Denhoff ..... KFS-TSS
Dennis the Menace—
Hank Ketcham ..... HLS-CWF-ATF
Designing Woman—Elizabeth
Hillyer ..... NNS-TSS
Detectograms—L. and N. Kirk ..... KI
Dialogue—Dr. Martin E. Marty,
Dr. Trude Weiss-Rosmarin and
Edward M. Keating ..... LE
**Dick Dunkel's College Basketball
Ratings**—Dick Dunkel ..... DSR
**Dick Dunkel's College Football
Ratings**—Dick Dunkel ..... DSR
Dick Tracy—Chester Gould ..... CTN
Diet & Health—Dr. Burton H. Fern .... CP-TSS
Diet Series—Gaynor Maddox ..... NEA-DNB
Dinah Mite—Joe E. Buresch ..... JEB
Diplomat Among Warriors—
Robert Murphy ..... DDS
DISCussion—Joe Kaliff ..... AMF
Disney Treasury of Classic Tales—
Walt Disney ..... KFS-TSS
Distillates of Random Thoughts—
Charles Rehns ..... CH
Dock Lines—Mel Martin ..... MME
Doctor & Your Child—Dr. Willis J.
Potts ..... CTN
Doctor Funshine—William Weber ..... CHR
Doctor Meets Patient—Dr. Levi Galen .... CHR
Doctor Talk—Dr. Rembert Benjamin ..... EC
Dog Notes—Peter Boggs ..... MCN-CWF
Dogs—Tom McNally ..... CTN
Do It Yourself—
J. Ralph Dalzell ..... PNS-MIL-CDN
Do-It-Yourself—Mr. Fix ..... NEA-DNB
Do You Know?—T. Jerome Bishop ..... BIS
Do's and Don'ts for Mothers—
Dr. Phyllis Hoestler ..... CF-MIL
Donald Duck—Walt Disney ..... KFS-TSS
Dondi—Gus Edson and Irwin Hasen ..... CTN
Doris Answers Youth—
Doris Revere Peters ..... NCW
Doris Fleeson Column—Washington
—Doris Fleeson ..... UFS-BUF
Dorothy Dix Column—
Dr. Joyce Brothers ..... BM-DNB-KEL-MIL
Dottie Decorates—
Dottie and Harry Brown ..... GFC
Dotty—Buford Tune ..... PNS-CWF-CDN
Dowling Editorial Cartoon—
Dan Dowling ..... PNS-MIL-CDN
Down on the Farm—Ed Harris ..... FOR
Drama Review—John Chapman ..... CTN
Dream Street—Robert Sylvester ..... CTN
Dress Patterns—Anne Adams and
Marian Martin ..... KFS-CP-TSS
Dr. Joyce Brothers—
Dr. Joyce Borthers.... NANA-CWF-KEL-WNS
Dr. Kildare—Ken Bald ..... KFS-TSS
Dr. Palyi Comments—Melchior Palyi .... CTN
Drift Marlo—Dr. I. M. Levitt, Tom
Cooke & Phil Evans ..... GFC
Drummond Column—
Roscoe Drummond ..... PNS-MIL-CDN
Dunkel Sports Rating Service—
Dick Dunkel ..... BM-MIL-KEL
During This Week—Estey I. Reed..... SS
Durslay Sports Column—
Melvin Durslag ..... KFS-TSS

E

Easi-Bild—Don Brann ..... GFC
Easy Does It—Win Packet ..... TSS
Eat & Grow Younger—Lelord Kordel .... SPE
Eat Up and Slim Down—
Lelord Kordel ..... SPE
Eat Your Troubles Away—Lelord
Kordel ..... SPE
Editorial Cartoon—Charles L. Burrow ..... BB
Editorial Cartoon—A. Beaton ..... TNS
Editorial Cartoons—
Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoon—Jim Berry, Bill
Crawford ..... NEA-DNB
Editorial Cartoon—F. O. Alexander....UFS-BUF
Editorial Cartoon—Lou Grant ..... AD
Editorial Cartoons—
Arthur B. Pointer ..... BM-DNB-KEL-MIL
Editorial Cartoon—C. D. Batchelor &
Warren King ..... CTN
Editorial Cartoons—Duncan
Macpherson ..... TSS
Editorial Cartoons—Vaughn Shoemaker.... CTN
Editorial Cartoons—Henry McCarn ..... ST
Editorials—Wesley F. Hayden, Leland A.
Bandy & Mrs. Hugo S. Sims, Sr. ..... EC
Editorials Anonymous—
Mrs. J. Albert; Dear Editor ..... DPR
Editorials—Don Oakley ..... NEA-DNB
Editorial Research Daily Service—
Richard Spong ..... EDR
Editor's Associate—T. Jerome Bishop ..... BIS
Editor's Choice Cartoons—
Justus and Long ..... RTS-KEL
Education U.S.A.—Louis Cassels ..... UPI
Einstein—Frank Johnson, Jay Heavilin.... GMA
Electric Living Guide—Ruth
Thompson ..... PB
Elegance—Genevieve Antoine Dariaux .... DDS
Emmy Lou—Marty Links ..... KEL-UFS
Eric Sevareid Column—
Eric Sevareid ..... HLS-ATF-CWF
Etc. & P.S.—Milt Miller ..... JL
Esquire's Avenues of Fashion—
O. E. Schoeffler ..... BM-MIL-KEL
Etiquette, Correct Thing—Elinor Ames....CTN
Etta Kett—
Paul Robinson ..... KFS-CP-TSS
European Jigsaw—
Philip W. Whitcomb ..... MAC
European Coverage—Alain De Lyrot ..... CNS
Everybody's Money—Merryle Stanley
Rukeyser ..... BHS
Everyman's Family—Msgr. John C.
Knott ..... NCW-CWF
Ever Happen To You—Eud Blake .... KFS-TSS
Everyday Editorials—Monte F. Bourjaily .... GS
Everyday Law—Martin J. Ross ..... LAW
Exercise Series for Aching Back—
Maxwell Riddle ..... AF

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces and Places—Cleveland
Amory ..... PNS-CWF-CDN
Family Circus—Bil Keane ..... RTS-KEL
Family Finance—Betty Yarmon ..... WNS
Family Fortess—Father Patrick
Peyton ..... KFS-TSS
Family Homes—Arvid C. Peterson ..... GFC
Family Pot Luck—Helen Hale ..... CSP
Family Purse, The—Lois and Jim
Hunter ..... GFC
Family Scrapbook, The—
Dr. Ernest G. Osborne ..... UFS-BUF
Famous Last Word—Barnaby Conrad .... CHR
Fan Fare—Walt Ditzen ..... PNS-CDN
Farm Wife's Window—
Ethelberta Hartman ..... FWW
Fashion Features—Dina Dellale ..... EPS
Fashion Illustrations—Vera
Winston ..... KFS-TSS
Fashion Illustrations—Grace
Thorncliff ..... KFS-TSS
Fashion in London—Kate Dalrymple ..... MS
Fashion League—
Florence de Santis ..... BM-DNB-KEL-MIL
Fashion Stories—Jean Wilson ..... APN
Fashion Stories—Rosette Hargrove,
Helen Hennessy ..... NEA-DNB
Fashion Whirl—Christina Paolozzi ..... WNS
Fashions—Tracy Adrian ..... KFS-TSS
Fashions—Gay Pauley ..... UPI
Fashions—Women's—Kay Thomas ..... CTN
Fast Gourmet, The—Poppy Cannon ..... GFC
Features—Ida Fried ..... EPS
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... HLS-CWF-ATF
Felix—Joe Oriolo ..... KFS-TSS
Ferd'nand—Mik ..... UFS-BUF
Fibbertys, The—Ray Helle ..... CTN
Fiction—Roberta Martin &
Anne Allison ..... RTS-KEL
Figuret—Fun with Figures—
J. A. H. Hunter ..... WHE
Figurits—Don Douglas ..... WLG-MR
Filmland Recipes—Terry Elman ..... IN
Films, Music, Theatre—David
Horowitz ..... WUP
Financial—Carl Ritter ..... CNS
Financial & Economic Column—
Ronald Boxall ..... MS
Finding The Way—Religious Column—
Ralph W. Loew, D. D. ..... NEA-DNB
First Aid to the Ailing House—
Roger C. Whitman ..... BM-DNB-KEL-MIL
Fischetti Cartoons—
John Fischetti ..... PNS-CDN
Fishing & Hunting—Phil Kalker ..... JRL
Fitness For The Whole Family—Paul
Dudley White, M.D. & Curtis
Mitchell ..... DDS
Fix It Yourself—Hubbard Cobb ..... GMA
Flamingo—R. A. Roche
and John Thornton ..... PF-MS
Flash Gordon—Mac Raboy
and Dan Barry ..... KFS-RGB-TSS
Flashback on Canada—Bob Bowman ..... TSS
Fletcher, The—Joe E. Buresch ..... JEB
Flibbertys, The—Ray Helle ..... CTN
Flintstones, The—Hanna Barbera
Productions ..... MCN-CWF
Flop Family—George O. Swanson .... KFS-TSS
Flower Box, The—Phyllis Pauts ..... CTN
Focus on Health—Alton Blakeslee ..... APN
Food—D. Peggy Read ..... EPS
Food—Alice Petersen and Ella Elvin ..... CTN
Food Articles—Mary Meade ..... CTN
Food For Americans—Menus—
Gaynor Maddox ..... NEA-DNB
Food and Your Health—Frederick J.
Stare, M.D. ..... LAT-TNS
Food Facts—Harry Lui ..... LIA
Food Stories—Cecily Brownstone ..... APN
Football Prophecy and Ratings—
Mort Olshan ..... MOS
Football Series—Harry Grayson,
Murray Olderman ..... NEA-DNB
Footlights of Broadway—
Ward Morehouse .... NANA-CWF-KEL-WNS
Footnotes—Courtney
Dunkel ..... LAT-BUF-TNS
For Better Health—
C. A. Dean, M.D. ..... GFC
For Grandmothers Only—Marjorie Hall....GHS
For Men Only—Susan M. Rogers ..... SMR
For Men Only—Cooking—Morrison
Woode ..... CTN
For That Royal Beauty—Princess
Marina Sterbatouin ..... CPA
Foreign News Commentary—Phil Newsom UPI
Forever Female —Eugene Craig ..... DF
Fortune Finder—P. T. Hines .. KFS-RGB-TSS
Forty-Odd—Irwin Caplan ..... GFC
Foxy & Freddy—Alice and Fredric
Pitts ..... HLS-CWF-ATF
Frank Graham Sports—Frank
Graham ..... KFS-TSS
Frankly Speaking—Gary Wagner ..... WIP
Freckles and His Friends (plus Hector)
—Merrill Blosser ..... NEA-DNB
Freddy—Rupe ..... GMA
Freedom is His Flight Plan—Goldwater
—Stephen Shadegg ..... GFC
Fritchie Saunders Columns—
Harriet Carlson ..... HC
Fritzi Ritz—Ernie Bushmiller ..... UFS-BUF
From New York—Creighton Peet ..... PT
From Nine to Five—Jo
Fischer ..... PNS-CWF-CDN
From Where I Sit—Harry S. Donen ..... DHS
Frontiers of Science—Andrea Brescianl,
Robert Raymond, Stuart
Butler, Ph.D. ..... LAT-TNS
Fun and Games—T. R. Green ..... BPS
Funland—Arthur Nugent .. BM-DNB-KEL-MIL
Funnyboners—Lew Little ..... LE
Funsters—John Broudhecker ..... AF

G

Gag Bag—Larry Wolters ..... CTN
Gains and Brains—Estey I. Reed ..... SS
Giants, The—McDayter & McCormick .... TNS
Gallup Poll—
Dr. George H. Gallup ..... PNS-CWF-CDN
Garden Fax—Dr. Milton Carleton ..... HPS
Garden Notebook—Alfred Putz PNS-MIL-CDN
Gardens—Dorothy Jenkins ..... DHJ
Gardners Questions and Answers—
James Murphy ..... CNS
Gasoline Alley—Frank King (daily);
Bill Perry (Sunday) ..... CTN
George Fielding Eliot—George Fielding
Eliot ..... GFC
Geraldine—Elisabeth Brozowska ..... NNS
G. I. Memories—T. Jerome Bishop ..... BIS
Gil Thorp—Jack Berrill ..... CTN
Ginger—Getterman ..... UFS-BUF
Girls, The—Franklin Folger ....PNS-CWF-CDN
Glamor Girls—Don Flowers ..... KFS-RGB-TSS
Glazed Bits—Barney Glazer ..... TCN
Global View, The—Leon Dennen ..... NEA-DNB
Global TV—Sandy Raines ..... RA
Going Places—Shirley and Bob Sloane....GFC
Gold In Your Attic—Van Allen Bradley....GFC
Golden Years—Thomas
Collins ..... CFS-CSP-GFC-MIL
Golf School—Sam Snead ..... NNS-TSS
Good Books—Paul Hall ..... GHS
Good Morning—Good Evening—
Tom Sims ..... KFS-TSS
Good Old Days, The—
Erwin L. Hess ..... UFS-BUF
Good Old Days & Antique Fair—
Erwin L. Hess ..... UFS-BUF
Gordo—Gus Arriola ..... UFS-BUF
Gotta Question—Gertrude Dale ..... GFC
Grandma—Charles A. Kuhn ..... KFS-TSS
Grandpa's Boy—Brad Anderson ..... SM
Graveyard Tales—Patrick Carr ..... CSF
Grass Roots Clippings—Kerwin
Hoover ..... HTF
Grayson Reports—Harry Grayson .. NEA-DNB
Great Ideas From The Great Books—
Dr. Mortimer J. Adler ..... PNS-CWF-CDN
Green Thumb, The—
George "Doc" Abraham ..... GEO
Grid Power Ratings—Mort Schwartz ..... FF
Grin & Bear It—
George Lichty ..... PNS-CWF-CDN
Grover Brinkman Features—Grover
Brinkman ..... RA
Guest, Edgar A. (poetry)—Edgar A.
Guest ..... GMA
Gypsy Condesa's Horoscope, The—
Marjorie Hall ..... GHS

H

Hagen, Fagin and O'Toole—
Brinkerhoff and Bowen ..... BRI
Hair Style Clinic—Sandy Brier ..... SPS
Half-Past Teen—Joe Mahoney ..... CSF
Half Tone Fashions—Alice Alden .... KFS-TSS
Half Marked—Gordon Langley Hall .... GHS
Handy Family, The—Lloyd
Birmingham ..... GFC-CSF-MIL-CSP
Harper's Bazaar Fashions—Nancy
White ..... KFS-TSS
Harris Survey—Louis Harris ..... LAT-TNS
Harvey—Bruh & Guiffre ..... GMA
Hattie—Gertrude Espenscheid ..... RN
Have Fun—Lee Bryan & Rube Weiss ..... BPF
Hawk, The—Rod Maxwell and Bob Webb PF
Hayden, Jay—Jay Hayden
column ..... NANA-CWF-KEL-WNS
Haynie Editorial Cartoon—Hugh
Haynie ..... LAT-TNS
Health—Dr. Theodore R. Van Dellen .... CTN
Health and Beauty—
Martha Bass Sims ..... EC
Health Capsules—
Michael A. Petti, M.D. ..... UFS-BUF
Health for Today—Dr. W. W. Bauer CF-MIL
Heart of Juliet Jones, The—
Stan Drake ..... KFS-TSS
Helen Help Us—Helen
Bottel ..... KFS-TSS-RGB
Helping Hands—Elizabeth Daniels
Squire ..... GFC
Hemisphere Week—Francis
L. McCarthy ..... UPI
Henry—Carl Anderson ..... KFS-TSS
Henry J. Taylor Column—Henry J.
Taylor ..... UFS-BUF
Herblock Editorial Cartoons—
Herbert L. Block ..... HLS-CWF-ATF
Here's An Idea—Jerry Langell ..... AF
Here's How—Osa Handle ..... MOH
Here's Howe—Pete Howe ..... KFS-TSS-RGB
Here's Mom—Isabel ..... CTN
Heritage Road—John Teene
Pen name for George Morrill ..... HR
Herman—Clyde Lamb ..... RTS-KEL
Hesse Cartoons, Don—
Don Hesse ..... MCN-CWF
Hi and Lois—Mort Walker and
Dik Browne ..... KFS-RGB-TSS
Hi-Fi—Preston McGraw ..... UPI
Hi-Fi Equipment—Barney Glazer ..... TCN
Hi-Fi Whirled—Barney Glazer ..... TCN
Hints From Heloise—Heloise
Cruse ..... KFS-TSS-RGB
Historical Series Features—T. Jerome
Bishop ..... BIS
History in Headlines—Patrick Carr .... CSF
Hobby Hoarse Tales!—Frank Del-Witt .... HT
Hockey Hints—Gordie Howe ..... TSS
Hold On!—Charles McDowell, Jr. .... RTS-KEL
Hollywood—Ines & Cecilia Pedroza ..... ICP
Hollywood Beauty—Lydia Lane ..... LAT-TNS
Hollywood Calling India—Inez and
Cecilia Pedroza ..... ICP
Hollywood Calling Manila—Inez and
Cecilia Pedroza ..... ICP
Hollywood Calling Montreal—Inez and
Cecilia Pedroza ..... ICP
Hollywood Calling Melbourne—Inez and
Cecilia Pedroza ..... ICP
Hollywood Calling Kingston—Inez and
Cecilia Pedroza ..... ICP
Hollywood-Chuckles—Pete Watson ..... GHF
Hollywood—Vernon Scott ..... UPI
Hollywood—Joe Finnigan ..... UPI
Hollywood—Bob Thompson ..... APN
Hollywood—Hedda Hopper ..... CTN
Hollywood Callboard—Lorraine
Gauguin ..... IN
Hollywood—Louella O.
Parsons ..... HHS-KFS-TSS
Hollywood Candid Roundup—Thomas
Mitchell ..... HLW
Hollywood Informer—Julian Osberg ..... HIS
Hollywood Everywhere—Sheilah
Graham ..... NANA-KEL-WNS
Hollywood Reporter—Mike Connolly.. .... CHR
Hollywood Shorts—James Bacon ..... APN
Hollywood Speaks—Kurt Singer ..... BPS
Hollywood—Sheilah
Graham ..... BM-DNB-KEL-MIL
Hollywood—Movies-TV—Dick
Kleiner ..... NEA-DNB
Home—Ida Fried ..... EPS
Home—Ann Jermyn & George Adams ..... DHJ
Home Bldg.: Questions and Answers ..... CNS
Home Making Helps—
Eleanor Ross ..... KFS-TSS
Home Repair Do's and Don'ts—
Andrew C. Lang ..... APN
Home Repair Problems—Douglas
Tuomey ..... GFC
Homeowners Money Savers—
Douglas Tuomey ..... GFC

Home Workshop—Jim Newhall .... NEA-DNB
Homes—Dorothea M. Brooks ..... UPI
Hoover, Herbert: A Biography—Eugene Lyons ..... DDS
Horizons—Gales Bergman ..... NE
Horoscope—Contsella ..... CTN
Hossface Hank—Frank Thomas ..... SM
House Doctor—Herman Baum ..... RTS-KEL
House of the Week, The—Andrew C. Lang ..... APN
House News—Leonard Terrien ..... ASA
House Plants—Marjorie Rae ..... IN
Household Scrapbook—Roberta Lee WLG-MS
Household Stories—Vivian Brown ..... APN
House Plans You Can Buy—Hiawatha Estes ..... NPB
Housing News—Hugh L. Morris ..... MNS
How Can I???—Anne Ashley ..... WLG-MS
How Do You Stand, Sir—Sen. Barry Goldwater ..... LAT-TNS
How Does It Work—Bruce Bailey .... CF-MIL
How Does It Work—J. A. van Dijk ..... DWL
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How to Keep Your Child Well—Dr. Theodore R. Van Daellen ..... CTN
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Hubert—Dick Wingert ..... KFS-TSS
Human Side, The—Chester Lewis ..... AFS
Humor Without Words—Zoltan Forrai and Chumy ..... VAZ
Humphrey Hush—Malcolm Hancock ..... GMA
Hy Gardner Calling—Hy Gardner ..... PNS-MIL-CDN

I

I Beg to Differ—Frank Lowe ..... CWF
Idea Payoff—Jerry Langell ..... AF
If You Take My Advice—Mary Starr .... TSS
If Your Name Is—(Fun with first names) —Ann Reynolds, Ph. D. ..... RFS
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Inside Washington—Henry Cathcart .. KFS-TSS
Inside Washington—Robert S. Allen and Paul Scott ..... HLS-CWF-ATF
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Interior Decorating, Q. A.—Betty Pepis ..... BM-MIL-KEL
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International Affairs—Royce Brier ..... CHR
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Interospect—Dan Psulick ..... AA
Interview Features—Sandy Raines ..... RA
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Investors' Guide—Sam Shulsky ..... KFS-RBG-TSS
Isometrics—Vic Obeck ..... IN
Israel Newsletter—Joshua Justman ..... JTA
Israeli Diary—Paul Martin Michael ..... VN
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It Happened Last Night—Earl Wilson ..... HLS-CWF-ATF
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It's A Cockeyed World—Joe Kaliff ..... AMF
It's A Law—Julius Sturm ..... AFS
It's A Living—Al Johns ..... SM
It's My Opinion—Irene Corbally Kuhn ..... KFS-TSS
It's News To Me—Herb Caen ..... CHR
It's Fun In "_____" (The month changes through the year)—Harriet Carlson .... HC
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It's This Way—T. Jerome Bishop ..... BIS
It's Your Money—D. B. Gallagher ..... GFC
It's Your Landscape—George Creed ..... PNS-CWF-CDN

J

Jack Murphy on Sports—Jack Murphy ..... CNS
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Jes' Smith—Johnny Pierotti ..... CF-MIL
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Jest A Minute—George Daugherty..... CTN
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Jewish Quiz Box—Rabbi Samuel Fox ..... JTA
Jim Bishop Reporter—Jim Bishop .. KFS-TSS
Jimmy Breslin's New York—Jimmy Breslin ..... LO
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Joe Palooka—Ham Fisher ..... MCN-CWF
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Justice Stories—Ruth Reynolds..... CTN

K

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Kroll Karicature Service—Julius Kroll .... KK

L

Labor On Stamps—Lee James ..... JL
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Las Vegas Limelight—Barney Glazer..... TCN
Latest From Paris—Monique ..... CTN
Laughing Matter—Salo ..... CTN
Laugh It Off—Syl Hoff ..... KFS-TSS
Laughs On Broadway—Bob Condon ..... IN
Law Brief—Martin J. Ross ..... LAW
Law Briefs—Martin J. Ross ..... LAW
Lawrence Dispatch—David Lawrence ..... PNS-MIL-CDN
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Let's Eat—Ida Bailey Allen ..... KFS-TSS
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Mary McGrory—Mary McGrory, Political Reporter ..... UFS-BUF
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Morty Meekle—Dick Cavalli ..... NEA-DNB
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Mostly Malarky—Wally Carlson ..... CTN
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Mr. Meltzer on Real Estate—Bernard C. Meltzer ..... RTS-KEL
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My Thirty Years Backstairs At The White House—Parks & Leighton ..... GFC

N

Nancy—Ernie Bushmiller ..... UFS-BUF
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North Callahan ..... AS
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Nuts and Jolts—Bill Holman ..... CTN

O

Occupation: Housewife—Dolly Reitz ..... LAT-TNS
Odd Bodkins—Dan O'Neill ..... CHR
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Of Smith and Men—Jack Smith ....LAT-TNS
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Off The Beaten Track—Bernard Gelman.... GE
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Off the Record—Nathan Ziprin ..... SAF
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Old Home Town—Lee Stanley ..... KFS-CP-TSS
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On Raising Children—
Patricia McCormack ..... UPI
On Second Thought—Emery Kelen ..... NANA-KEL-WNS
On The Move—Guy Ryan ..... CNS
On The Right—
William F. Buckley, Jr. ..... GMA-KFS
On The Screen—Herbert G. Luft ..... JTA
On The Screen—Lillian Hughes ..... EC
On The Spot—Marguerite Higgins ..... NE
On The Town—Radie Harris ..... NE
On The Town—Charles McHarry ..... CTN
On This Day—Estey I. Reed ..... SS
On Wheels & Wings—John Quirt ..... IN
On World Affairs—Edgar Ansel Mowrer ..... BM-MIL-KEL
On Your Guard—Jack Lotto ..... KFS
One Minute Sports Quiz—
Edward H. Sims ..... EC
One Up—Lew Saw ..... TSS-NNS
Only In America—Harry Golden ..... BM-MIL-KEL-DNB
Only Human—Sidney Fields ..... CTN
Open Season—Clyde Lamb ..... RTS-KEL
Opinion-Wise—Bill Sakren ..... MCN
Opinionmakers Speak—
George W. Neill ..... PRO
Opportunities Unlimited—
Roberta Flemming Roesch ..... KFS-TSS
Ottawa Report—John Bird ..... TSS
Otto Sez—Frank Nickens ..... HPS
Our Ancestors—Quincy ..... NEA-DNB
Our Bill—Harry Haenigsen ..... PNS-MIL-CDN
Our Boarding House—
William Freyse ..... NEA-DNB
Our Man Hoppe—Art Hoppe ..... CHR
Our Man in Moscow—Edmund Stevens .... NE
Our Man in the Kitchen—Hyman Goldberg ..... RTS-KEL
Our New Age—Athelstan Spilhaus & Gene Faucette ..... HLS-CWF-ATF
Our Parish—Peg O'Connell ..... NCW
Our Religions—Dr. Carlyle Adams.... RTS-KEL
Our Space Age—
Otto S. Binder ..... BM-MIL-KEL-DNB
Outdoor Canada—John Bennett ..... TNS
Outdoor Guideposts—Fred Luks ..... FL
Outdoorsman—Perk Angwin ..... PB
Out of Left Field—Stan Isaacs ..... NE
Out of This ShoWorld—Barney Glazer .. TCN
Out Our Way—Negley Cochran ..... NEA-DNB

P

Palmer Method, The—Arnold Palmer ..... NNS-TSS
Panel Parcel—Today's Laugh—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Joe Zeis, Betty Swords, Frank Owen.... CTN
Panorama—David Schwartz ..... JTA
Parade of Books—Clark Kinnard ..... KFS
Paragraphs—Carey Williams ..... PNS-CDN
Parents Ask—From The Gesell Institute of Child Development—Frances L. Ilg, M.D. and Louise Bates Ames, Ph.D. ..... HLS-CWF-ATF
Parent Problems—Dr. Garry C. Myers ..... KFS-CP-TSS
Parents' World—Dr. Eve Jones ..... BF
Paris Fashion Stories—Rosette Hargrove ..... NEA-DNB
Pathway To Success Quizz—
Jane Sherrod ..... BPS
Patterns—Iris Lane ..... CSF
Paul Harvey News—Paul Harvey ..... GFC
Peanuts—Charles M. Schulz ..... UFS-BUF
Pee Wee—S. M. Iger ..... PF
Penny—Harry Haenigsen ..... PNS-MIL-CDN
People and Law—Martin J. Ross ..... LAW
People and Politics—Milburn P. Akers ..... PNS-CWF-CDN
People and Problems—Martin J. Ross .... LAW
People Are Funny—Art Linkletter .... CF-MIL
Personal Health Service—Dr. William Brady ..... NNS-TSS
Personality Sketches—Irma Coucill ..... TSS
Pet Doctor—Dr. A. W. Moller ..... APN
Pet Points—Dr. J. R. Emas ..... RTS-KEL
Petunia—Peg Bracken ..... GMA
Phantom—Lee Falk and Seymour Barry ..... KFS-RGB-TSS
"Photo Quiz"—Robert Striar ..... AD
Photography—Bart Kinch ..... UPI
Picture of Health—Harry Lui ..... LIA
Pilot Storm—Henk Sprenger ..... DWL
Plain Talk—Alfred Segal ..... SAF
Play Better Golf—Tommy Armour ..... CTN
"Playing The TV Field"—Eunice Field .. TEU
Poems—Edgar A. Guest ..... GMA
Poems on Parenthood—
Janet Henry ..... NEA-DNB
Pogo—Walt Kelly ..... HLS-CWF-ATF
Point Of View—Donald Freeman ..... CNS
Points for Parents—Edyth Thomas Wallace ..... RTS-KEL
Political Cartoons—Giles, Vicky, Cummings, Friell and Jak ..... MS
Political Cartoons—Giles and Lancaster ..... RTS-KEL
Politics & People (Political column)—
Thomas O'Neil ..... FJM
Polly's Pointers—Polly Cramer ..... NEA-DNB
Pony Tail—Lee Holley ..... KFS-TSS-RGB
Pops—George Wolfe ..... SM
Popular Records—William D. Laffler ..... UPI
Portraits—John C. Metcalfe .. PNS-CWF-CDN
Postcard—Stanton Delaplane ..... CHR
Potomac Fever—Jack Wilson ..... RTS-KEL
Pottsy—Jay Irving ..... CTN
Power and Sail—Bill Robinson ..... GFC
Premier—Sunday Cross Word Puzzle—
Eugene Sheffer ..... KFS-TSS
Press Gremlins—Hubert Buel & Lew Little ..... LE
Prince Valiant—Hal Foster ..... KFS-TSS
Priscilla's Pop—Al Vermeer ..... NEA-DNB
Pro-Files—Bob Sudyk, Lou Darvas ..... KFS
Problems of Widowhood—Mabel Kingston Greene ..... CTN
Profile—Simon Kavanaugh ..... MS
Profiles in Science—Sam Patrick & George Getze ..... LAT-TNS
Professor Phumble—Bill Yates KFS-TSS-RGB
Professor Pi—V. T. Born ..... DWL
Prospect of Immortality—Robert C. W. Ettinger ..... DDS
Public's Opinion, The—John Kraft ....NNS-TSS
Pull Up A Chair—Frank Jay Markey MCN-CWF
Putting My Knows to the Grindstone —Frank Del-Witt ..... HT

Q

Quick Quiz—Lloyd Birmingham ..... GFC
Quick Quotes—Eugene Craig ..... DF
Quips & Clips—Kerwin Hoover ..... HTF
Quiz Hall—Wilton E. Hall ..... HPS
"Quote" & Unquote, humorous, capsule book reviews—Edwin T. Grandy ..... GHF

R

Racing Photographs with News Captions—
Ralph Morgan ..... RMN

Radio-TV: An Objective Report—T. Jerome Bishop ... BIS
Radio-TV Day by Day—Cynthia Lowry .. APN
Radio—Everyday—Frances M. Knox ... PB
Radio-Television Week—Cynthia Lowry ... AP
Rafferty Column—Dr. Max Rafferty ..TNS-LAT
Rainespoint—Sandy Raines ... RA
Ralph McGill Column—Ralph McGill ... HLS-CWF-ATF
Ramlin' Veeck—Bill Veeck ... PNS-CDN
Raymond Moley Column—Raymond Moley ... BM-DNB-KEL-MIL
Read and Remember—W. L. Gordon ... WLG-MS
Reader's Courtroom—Henry B. Rothblatt LL.D. ... GFC
Real Estate—Edward Cowan ... UPI
Record Review—Dina Dellale ... EPS
Record Makers—Andrea Bresciani ... LAT-TNS
Record Reflections—Julius Sturm ... AFS
Record Roundup—Bob Budler ... CNS
Red World, The—Mark Gayn ... NNS-TSS
Reflections—Charles S. Ryckman ... KFS-TSS
Religion In The News—Jules Loh ... APN
Religion Today—George Cornell ... APN
Religion—Louis Cassels ... UPI
Religious (Church) Series—J. C. Coleman ... CA
Religious Drawings—Jack Hamm ... SM
Religious Series Features—T. Jerome Bishop ... BIS
Report From Europe—Arthur Vesey ... CTN
Report From Latin America—Jules DuBois ... CTN
Report From Washington—Walter Trohan ... CTN
Report on Labor—John Herling ... NNS-TSS
Reston Column—James Reston ... NYT
Rex Morgan, M.D.—Dr. N. P. Dallis, Marvin Bradley and Frank Edington ... PNS-CWF-CDN
Rhythm Section—Ralph J. Gleason ... CHR
Ribsplitters, Odd Divorces—John Milton Hagen ... GHF
Richard Starnes Column—Richard Starnes ... UFS-BUF
Rick O'Shay—Stan Lynde ... CTN
Riding With Russell—Frederick C. Russell ... RS-MIL
Rip Kirby—John Prentice and Fred Dickenson ... KFS-RGB-TSS
Rip Tide—Herron and Grandetti ... CF-MIL
Rivets—George Sixta ... PNS-CWF-CDN
Robert W. Chambers—Robert W. Chambers ... MIL
Robert C. Ruark's Column—Robert C. Ruark ... UFS-BUF
Robinson Sports—Murray Robinson ... KFS-TSS
Rogers Report—Warren Rogers ... HHS
Rosettes—Elinor K. Rose ... EKR
Round Up of World News—David Horowitz ... WUP
Rural Delivery—Al Smith ... SM
Rural Route—Walter Ball ... TSS
Ruth Millett's Column—Ruth Millett ... NEA-DNB
Rx for Your Golf—Dr. Cary Middlecoff ... NNS-TSS
Ryatts, The—Cal Alley ... HLS-CWF-ATF
Ryskind Column—Morrie Ryskind ... LAT-TNS

S

Sally's Sallies—R. J. Scott ... KFS-CP-TSS
Samuel Lubell Series—public opinion—Samuel Lubell ... UFS-BUF
Sandy—Jim & June Unwin ... HPS
Saturday Review Book Service—John Barkham ... SAT
Saturday Review Music Service—Irving Kolodin ... SAT
Say It Straight!—Victor Lasky ... NANA-CWF-KEL-WNS
Scamp—Walt Disney ... TSS
Scan Features—Rex Roper ... RA
School and You—Susan Light ... NEA-DNB
Science—Mary Jane Bergen ... EPS
Science and Medicine—Bryant Evans ... CNS
Science and You—Joseph L. Myler ... UPI
Science Articles—Thomas R. Henry ... NANA-KEL-WNS
Science at Work—John Barbour ... APN
Science Feature—Leonard Bertin ... TSS
Science Forecast—Watson Davis ... SCS
Science News—Bryant Evans ... CNS
Science For You—Bob Brown ... GFC
Science Newsfeatures—Alton Blakeslee, John Barbour and Frank Carey ... APN
Science Photographs—Fremont Davis ... SCS
Science Today—James A. Coleman ... ALB
Science Today—Delos Smith ... UPI
Scoreboard, The—Harry Grayson ... NEA-DNB
Scott's Scrapbook—R. J. Scott ... KFS-CP-TSS
Scrambler, The—Ronald Anders ... AR
Scrap Happy—Ann Van Buren & Alma Beckwith ... AV
Sea Scripts—Hank Bowman ... BMW
Secret Agent X-9—Bob Lewis ... KFS-TSS
Secrets of Charm—John Robert Powers ... NNS-TSS
Security For You & Veterans Guide—Martin E. Segal ... APN
Seams To Me—Patricia Scott ... PNS-CDN
Seems To Me—Al Block ... AB
Secret Agent X9—Bob Lewis ... KFS-TSS
Selected Short Shorts—Alex Jane Benchly ... RA
Self-Analysis Quiz—Jane Sherrod Singer ... SM
Senator Caucus—Wyma ... GFC
Senator Soaper Says—Bill Vaughan ... BM-DNB-KEL-NANA-MIL-WNS
Senior Forum—Paul Hightower ... GFC
Senior View, The—Sam Siciliano ... SAS
Sense with Dollars—Charles Neal ... RTS-KEL
Sentence Sermonettes—Bible Thought For Today—Rev. James DeForest Murch, D.D. ... PRB
Serialization of Books of Current Interest; Current Titles available on Request—Kurt Singer ... BPS
Seventeen—Lansky ... CTN
Sew Simple—Eunice Farmer ... RTS-KEL
Sew It Seems—Ann Van Buren ... AV
Sewing—Barbara Slade ... DHJ
Sharing Our Treasure—Rev. John A. O'Brien ... NCW-CWF
Sharp Shopping—Aileen Snoddy ... NEA-DNB
She—Eleanor Lambert ... HLS-CWF-ATF
Sheinwold On Bridge—Alfred Sheinwold ... GFC
Short Ribs—Frank O'Neal ... NEA-DNB
"Short Short Stories"—Art Gates ... GF
Short Stories!—Frank Del-Witt ... HT
Showboat—Dick Kleiner ... NEA-DNB
Show Biz—color cartoon—Flash Fairfield ... NEA-DNB
Shows To Watch—(Television)—Hal Humphrey ... LAT-TNS
Side Glances—Gill Fox ... NEA-DNB
Silver On Sports—Jesse and Roy Silver ... JTA
Sincerely—Edan Wright ... GFC
60 Second Sermons—Fred Dodge ... MM
Sketches—Ben Burroughs ... GFC
Skillet Club for Men, The—Frank Kohler ... GFC
Skil-Word—Robert Pearsall ... GFC
Skipper Windward—P. J. Kuhn ... DWL
Skipper Tips—Stan Davies ... TSS-NNS
Skylines—Ward Morehouse ... NANA-CWF-KEL-WNS
Small Fry Diary—N. E. Coan ... NEC
Small Talk—Syms (Samuel B. Gornbein) ... LAT-TNS
"Small World"—Lou Grant ... AD
Small Worlds Around Us—Lynn M. Watkins ... RTS-KEL
Smart Set, The—Suzy Knickerbocker ... KFS-TSS
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Space I. Q.—William Weiser ... CF-MIL
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Sparks of Wisdom—Cedric Simms ... WLG-MS
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Speaking of Manners—Patricia Lewis ... KFS-TSS
Speaking of Pets—H. H. Miller ... GFC
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Special Analyses—Muriel Stafford ... HAF
Special Editorials (Birthdays, Anniversaries, etc.)—Wesley F. Hayden ... EC
Spooky—Bill Holman ... CTN
Sport Columns—Joe Williams UFS-BUF-NANA
Sport Column—Ted Williams ... BM-MIL-KEL-DNB
Sports Patrol—Steve Snider ... UPI
Sport Scene—Lee James ... JL
Sportsman's Digest—Hal Sharp ... GFC
Sports Before Your Eyes—Harry S. Donen ... DHS
Sports Cartoon—Tom Paprocki ... APN
Sports Cartoon—Murray Olderman ... NEA-DNB
Sports Cartoons—Alan Mayer ... KFS-CP-TSS
Sports Column—Jack Murphy ... CNS
Sports Column—Milton Gross ... NANA-KEL-WNS
Sports Illustrations—Murray Olderman ... NEA-DNB
Sports on Stamps—Milt Miller ... SA
Sports Postpaid—Milt Miller ... JL
Sports Puzzler—Chuck Reichblum ... CR
Sports Sputterings—Walter L. Johns ... KFS-TSS
Sport Shelf—Jeff Lee ... JL
Sports Stories—Harry Grayson, Murray Olderman, Bill McCormick, Sandy Padwe ... NEA-DNB
Sports Today—Jimmy Cannon ... KFS-TSS
Sports Vista—Gene Gregston ... CNS
Spotlight on Books—Charles Lee ... CL
Spotlight on Business—Morris Katz ... PNS-CWF-CDN
Spotlight On Education—Dr. Benjamin Fine ... NANA-KEL-WNS
Squirrel Cage—Douglas S. Welch ... KFS-TSS
Stamp Corner—James Montagnes ... TSS
Stamps in the News—Syd Kronish ... APN
Stamp News—Ernest Kehr ... PNS-MIL-CDN
Stamp Nook—Ronald Anders ... AR
Standard Bridge—M. Harrison-Gray ... MS
Star Gazer—Clay Pollen ... BM-DNB-KEL-MIL
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Still Life—Jerry Robinson ... CTN
Stoker The Broker—Henry Botinoff ... CF-MIL
Stop Killing Yourself—Dr. Peter J. Steincroh F.A.C.P. ... BM-DNB-KEL-MIL
Stories About Stamps—Doug Patrick ... RGB
Stories Behind Words—William S. Penfield ... PE
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Strange World of Mr. Mum, The —... Irving Phillips ... HLS-CWF-ATF
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Strictly Personal—Sydney J. Harris ... PNS-CWF-CDN
Strictly Richter—Mischa Richter ... RGB
Strikes & Spares—Joe Wilman ... NNS
Styles—Jean Wilson ... APN
Successful Investing—Roger E. Spear ... GFC
Sue Burnett Dress Pattern—Sue Burnett ... NEA-DNB
Suit Yourself—Jerry Sheehan ... NEA-DNB
Sugar and Spice—Bill Smiley ... TNS
Sugar and Spice—Elinor K. Rose ... AP
Sulzberger Column—C. L. Sulzberger ... NYT
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Sunday's Sermon—Rev. Robert H. Harper ... CSP
Superman—Wayne Boring BM-MIL-KEL-DNB
Sweetie Pie—Nadine Seltzer ... NEA-DNB

T

Taffy's Tips—Dolly Martin ... PNS-MIL-CDN
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Tall Tales—Allan Jaffee ... PNS-MIL-CDN
Tarzan—Edgar Rice Burroughs ... UFS-BUF
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Techtoons—Palof and Bixby ... CP
Teen-Age Canada—Jack Hutton ... TNS
Teen Age Mail—Dorothy Ricker ... RTS-KEL
Teen Scene—Molly Potkin ... CJC
Teen Topics—Harry Lut ... LIA
Teenage Corner—Ellie & David Lavin ... TE
Teenage Tips—Jane Sherrod ... BPS
Teenie Weenies—William Donahey ... CTN
Television in Review—Rick DuBrow ... UPI
Television Week—Cynthia Lowry ... APN
"Tell It To Jill"—Jill Kirk ... KI
Tell Me Why—A. Leokum ... GMA
Tennis Topics—Asher J. Birnbaum ... TF
Tenpin Tips—Frank Clause ... GFC
Terry & The Pirates—George Wunder ... CTN
Terse-Verse—A. C. Gordon ... WLG-MS
Test Your Horse Sense—Dr. George W. Crane ... CTN
That's For Sure—Charles G. Griffo ... TPI
The Battle and The Breeze—Celestine Sibley ... WNS
The Big Story—Harry Wilson Sharpe ... UPI
The Byrds—Joe Appalucci ... GMA
The Daily Investor—William A. Doyle ... UFS-BUF
The Doctor Says—Medical Column—Wayne G. Brandstadt, M.D. ... NEA-DNB
The Lighter Side—Dick West ... UPI
The Man Behind The News—Larston D. Farrar ... FNF
The Once Over—H. I. Phillips ... BM-DNB-KEL-MIL
The Power of Faith—Woodi Ishmael ... APN
The Record Shop—Joan Crosby ... NEA-DNB
The Red World—Mark Gayn ... NNS-TSS
The Rhythm Section—Ralph J. Gleason ... CHR
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The Secret of Cooking For Dogs—Martin A. Gardner ... DDS
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★ ENTERTAINING
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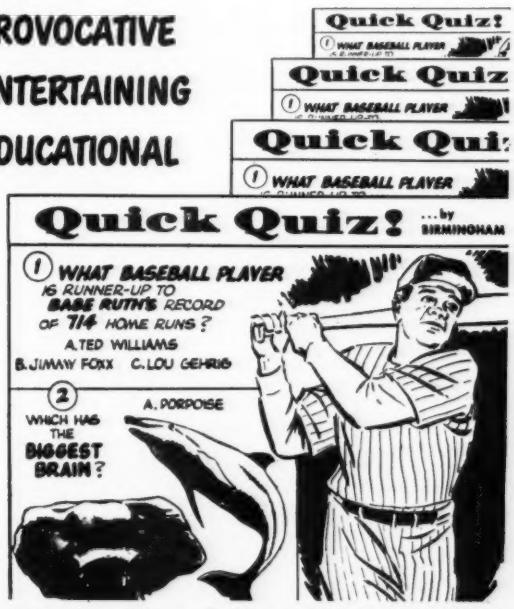

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Today's Living—Mimi Rockafeller ..... CF-MIL
Today's Message—Robert Pearsall ..... GFC
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Tom Trick—Dale Goss ..... NEA-DNB
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Top Records of Week—Eugene Gilbert..... APN
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Travel—Margaret Williams ..... EPS
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Travel In—Jerome Lee ..... JRL
Traveler, The—Jerry Lee ..... JRL
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Trudy—Jerry Marcus ..... KFS-TSS-RGB
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TV-Radio Today—Alan Gill .... PNS-MIL-CDN
TV Starscramble—Leo White ..... BM-MIL-CF-KEL-DNB
TV Tee-Hees—Henry Scarpelli ..... GFC
TV Today and Tomorrow—Ralf Hardester ..... EC
Two Bits—John Somerville ..... JS
Two Minute Mystery—Donald J. Sobol ..... TM
Typo Tidbits—Earle Tempel ..... TEM

U

U-Bild-It—Steve Ellingson ..... UB-MS
U-Build Pattern—Steve Ellington ..... DF
Uncle Charlie—Peter Laing ..... GMA
Uncle Charley's "Epigrams"—Charles Grant ..... SM
Uncle Ray's Column—Ramon Coffman ..... PNS-CWF-CDN
Uncle Remus—Walt Disney ..... KFS-TSS
Under the Hood—Frederick C. Russell ..... RS-MIL
Under Twenty—Kurt Larson ..... CF-MIL
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Unknown in History, The—Thourot Pichel ..... CN
U.N. Features—Charles P. Howard, Sr. ..... HNS
U. N. Letter—Saul Carson ..... JTA
US Boys —Don Gregg & Bill Zaboly..... SEL
U.S. Wide Quiz—Dan Williams ..... CF-MIL
Useless Information—Paul Steiner ..... NANA-KEL-WNS

V

"Varietes and Vistas" U.S.A.-L.A.—Inez and Cecilia Pedroza ..... ICP
Vaughan at Large—Bill Vaughan ..... BM-DNB-KEL-MIL
Vic Flint—Russ Winterbotham (writer) Art Sansom (Artist) ..... NEA-DNB
Video—Everyday—Frances M. Knox ..... PB
Video—Everyweek—Frances M. Knox .... PB
Video Vignettes—Marcia Michels ..... AMF
View—Frances M. Knox ..... PB
Viewing TV—Hal Humphrey ..... LAT-TNS
Views of Sport—W. W. "Red" Smith ..... PNS-MIL-CDN
Vintage Years, The—R. O. Beckman CF-MIL
Voice of Broadway—Dorothy Kilgallen ..... KFS-TSS-RGB

W

War in Space—Dr. I. M. Levitt ..... GFC
Ward To The Wise—Gene Ward ..... CTN
Warren Editorial Cartoons—L. D. Warren ..... NNS
Washington—Vera Glaser ..... WNS
Washington and Your Business—Larston D. Farrar ..... FNF
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Hartman, Eltheiberta—Farm Wife's
Window ..... FWW
Harvey, Paul—Paul Harvey News ..... GFC
Hasen, Irwin and Gus Edson—
Dondi ..... CTN
Hatlo, Jimmy—Little Iodine ..... KFS-RGB
Hatlo, Jimmy—They'll Do It Every
Time ..... KFS-RGB
Haupt, Enid A.—
Young Living ..... HLS-CWF-ATF
Haworth, Mary—Mary Haworth's
Mail ..... KFS-TSS
Hayden, Jay—Jay Hayden
Column ..... NANA-KEL-CWF-WNS
Haynie, Hugh—Haynie Editorial
Cartoon ..... LAT-TNS
Hayden, Wes—News Report from
Washington ..... EC
Hayden, Wesley F. Leland A. Bandy &
Mrs. Hugo S. Sims, Sr.—
Editorials ..... EC
Hayden, Wesley F.—Special Editorials
(Birthdays Anniversaries etc.) ..... EC
Heavilin, Jay, Frank Johnson—
Einstein ..... GMA
Hedlund, Marilou—Weekly Personality
Column ..... CTN
Heffernan, Harold—On
Hollywood .....BM-DNB-KEL-NANA-WNS
Heilman, Dan and Dr. N. P. Dallis—
Judge Parker ..... PNS-CWF-CDN
Heimann, Charlotte and Betsy Pearson
—Mother's Helper ..... PNS-MIL-CDN
Heimer, Mel—My New
York ..... KFS-CP
Helle, Ray—Box Seat ..... CTN
Helle, Ray—The Flibbertys ..... CTN
Henderson, Tom; Rod de Sarro; Cathy
Joachim; Jeff Keate; Jefferson Machamer; Reamer Keller; Frank Owen;
Joe Zeis; Betty Swords—Panel Parcel-
Today's Laugh ..... CTN
Hennessy, Helen; Rosette Hargrove; Alicia
Hart; Kay Sherwood; Gaynor Maddox;
Ruth Millet; Mrs. Muriel Lowrence—
Women's Page Features ..... NEA-DNB
Hennessy, Helen; Rosette Hargrove—Fashion Stories ..... NEA-DNB
Hennessy, Helen—Clothes Poll ..... NEA-DNB
Henrikson, Arthur A.—Weekly Political
cartoon for State of Illinois only ..... HEN
Henry, Janet—Poems on Parenthood NEA-DNB
Henry, Thomas R.—Science
Articles ..... NANA-KEL-WNS
Henry, Will—Ching Chow ..... CTN
Hercer, Edmund R.—
Worthal on Women ..... AA
Herling, John—Report on Labor ..... NNS-TSS
Herron and Grandenetti—Rip Tide .... CF-MIL
Herron and Norstrand—
Rat Masterson ..... CF-MIL
Herschensohn, M.D., H. L.—
Medical Memos ..... LAT-TNS
Hess, Erwin L.—The Good Old
Days ..... UFS-BUF
Hess, Erwin L.—Good Old Days &
Antique Fair ..... UFS-BUF
Hesse, Don—Don Hesse
Cartoons ..... MCN-CWF
Higgins, Msgr. George C.—The
Yardstick ..... NCW
Higgins, Marguerite—On the Spot ..... NE
Hightower, Paul—Senior Forum ..... GFC
Hillyer, Elizabeth—Designing Woman .... NNS
Hines, P. T.—
Fortune Finder ..... KFS-RGB-TSS
Hitchcock, Henrietta—Cats and
Their Care ..... CF-MIL
Hix, Elsie—Strange As It Seems.... UFS-BUF
Hoenig, Richard H.—Weekly Bonds
and New Financing ..... AP
Hoff, Syd—Laugh It Off ..... KFS-TSS
Hoffman, Peter—Jeff Cobb ..... GFC
Hoffman, Pete and Bob Morgan—
Why We Say ..... GFC
Hogan, William—Book Reviews ..... CHR
Holber, Hans—Broadway Beat ..... EPS
Holland, Daniel; Joseph Parrish—
Editorial Cartoons ..... CTN
Holley, Lee—Ponytail ..... KFS-TSS-RGB
Hollreiser, Lenny—Looking Back
In Sports ..... CTN
Hollreiser, Lenny—This Day in Sports CTN
Holm, John—Woody's World ..... NNS-TSS
Holman, Bill—Nuts & Jolts ..... CTN
Holman, Bill—Smokey Stover ..... CTN
Holman, Bill—Spooky ..... CTN
Holzer, H. W.—Motion Pictures ..... EPS
Hoover, Kerwin—Grass Roots Clippings HTF
Hoover, Kerwin—Quips & Clips ..... HTF
Hoppe, Art—Our Man Hoppe ..... CHR
Hopper, Hedda—Hollywood ..... CTN
Horne, Al—The Magazine Rack ..... LE
Horowitz, David—Films, Music, Theatre WUP
Horowitz, David—Behind The Scenes At
The United Nations ..... WUP
Horowitz, David—Round Up of World
News ..... WUP
Hostler, Dr. Phyllis—Do's and Don'ts
for Mothers ..... CF-MIL
Hovda, Rev. Robert W.—The Week in
Liturgy ..... NCW
Howard, Charles P. Sr.—U.N. Features . HNS
Howe, Pete—Here's Howe ..... KFS-TSS-RGB
Howe, Gordie—Hockey Hints ..... TSS
Hubbard, Louise—Little Journeys to
Great Homes ..... HN
Hubbard, Louise—Mother Hubbard's
Cupboard ..... HN
Hubbard, Walter W.—Minis Tours ..... HN
Hughes, Alice—Woman's New York KFS-TSS
Hughes, Lillian—News From
Hollywood ..... EC
Hughes, Lillian—On the Screen ..... EC
Hughes, Lillian—Washington Notes ..... EC
Hughes, Lillian—Who Knows?
The Answers ..... EC
Humphrey, Hal—Shows To Watch
(Television) ..... LAT-TNS
Humphrey, Hal—Viewing TV ..... LAT-TNS
Humphrey, Sylvia Windle—Chef,
The ..... BM-DNB-KEL-MIL
Hunter, J. A. H.—Figuret-Fun with
Figures ..... WHE
Hunter, Lois and Jim—The Family
Purse ..... GFC
Hurd, Jud—Ticker Toons ..... UFS-BUF
Hurb, Larry and Jim Whiting—
Ad Libs ..... GFC
Huss, Pierre J.—United Nations
Column ..... HHS-KFS-TSS
Hutchins, Dr. Robert Maynard—What
Kind of World? ..... LAT-TNS
Hutchison, Hanna (Author),
Ed Nofziger (Eduardo)—
Buenos Dias ..... GMA-RI
Hutton, Jack—Teen-Age Canada ..... TNS

I

Iger, Jerry—Robby ..... PF
Iger, S. M.—Pee Wee ..... PF
Ihms, Jimmie—What's New With The
Joneses ..... LAT-TNS
Ilg, M.D., Frances L. and Louise
Bates Ames, Ph.D.—Parents Ask
(From the Gesell Institute of Child
Development) ..... HLS-CWF-ATF
Interlandi, Frank—Below Olympus .. LAT-TNS
Irving, Jay—Pottsy ..... CTN
Irwin, Clarice—Bits of America ..... AR
Irwin, Clarice—Who Am I? ..... AR
Irwin, Clarice—Let's Think ..... AR
Isabel—Here's Mom ..... CTN
Ishmael, Woodi—The Power of Faith APN
Isaacs, Stan—Out of Left Field ..... NE

J

Jacoby, Oswald—Bridge Column ..... NEA-DNB
Jacoby, Oswald—Win at Bridge ..... NEA-DNB
Jeffee, Allan—Tall Tales ..... PNS-MIL-CDN
Jak, Cummings, Giles, Vicky, Friell—
Political Cartoons ..... MS
James, Lee—Adventure Postpaid ..... JL
James, Lee—Labor On Stamps ..... JL
James, Lee—Sport Scene ..... JL
Janeway, Eliot—Janeway's View ..... CTN
Jenkins, Dorothy H.—Antiques ..... DHJ
Jenkins, Dorothy H.—Gardens ..... DHJ
Jermyn, Ann; George Adams—Home .... DHJ
Joachim, Cathy; Rod de Sarro; Jeff Keate;
Reamer Keller; Tom Henderson;
Jefferson Machamer; Frank Owen;
Joe Zeis; Betty Swords—
Panel Parcel—Today's Laugh ..... CTN
Johns, Al—It's A Living ..... SM
Johns, Walter L.—Sports Sputterings.... KPS
Johnson, Erskine—TV Personalities NEA-DNB
Johnson, Ferd—Kitty Higgins ..... CTN
Johnson, Ferd—Moon Mullins ..... CTN
Johnson, Frand, Jay Heavxilin—
Einstein ..... GMA
Jolita—Little Eve ..... GFC
Jones, Barbara—Merry Mixup ..... AF
Jones, Carroll H.—Watch Your
English ..... RTS-KEL
Jones, Dr. Eve—Parent's World ..... BF
Jones, Harry and Fred Reinert—Baseball's
Immortal Madcaps ..... AP
Jones, Jenkin Lloyd—An Editor's
Viewpoint ..... GFC
Jones, Ralston and Frank Ridgeway—
Mr. Abernathy ..... KFS-TSS
Jordan, Wayne (Sergeant Dalzell)—
American Album ..... SD
Jordan, Wayne (Sergeant Dalzell)—
Civil War Album ..... SD
Joseph, Richard—Travel ..... CTN
Juster, Harry—Clothes Make
Your Man ..... RTS-KEL
Justman, Joshua—Israel Newsletter ..... JTA
Justus and Long—Editor's Choice
Cartoons ..... RTS-KEL

K

Kain, Ida Jean—Keep In Trim ..... KFS-TSS
Kaliff, Joe—DISCussion ..... AMF
Kaliff, Joe—Broadway Karikatures ..... AMF
Kaliff, Joe—It's A Cockeyed World ... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over
Broadway ..... AMF
Kalker, Phil—Book Reviews ..... JRL
Kalker, Phil—Fishing & Hunting ..... JRL
Kalker, Phil—What's Doin' in
Sports ..... AMF, JRL
Katz, Morris—Spotlight on
Business ..... PNS-CWF CDN
Kaufmanis & Potvin—Lisons ..... CF-MIL
Kavanagh-Fletcher-Greene—Bringing Up
Father ..... KFS-TSS-RGB
Kavanaugh, Simon—Profile ..... MS
Keane, Bil—Channel Chuckles ..... RTS-KEL
Keane, Bil—Family Circus ..... RTS-KEL
Keate, Jeff—Time Out ..... PNS-CWF-CDN
Keate, Jeff; Reamer Keller; Tom Henderson; Jefferson Machamer; Frank Owen;
Rod de Sarro; Cathy Joachim;
Joe Zeis; Betty Swords—
Panel Parcel—Today's Laugh ..... CTN
Keating, Edward M., Dr. Martin E.
Marty, Dr. Trude Weiss-Rosmarin—
Dialogue ..... LE
Keefer, Mel and J. Lansky—
MacDivot ..... CTN
Kehr, Ernest—Stamp News ..... PNS-MIL-CDN
Kelen, Emery—On Second
Thought ..... NANA--KEL-WNS
Keller, James—Three Minutes A
Day ..... MCN-CWF
Keller, Reamer; Tom Henderson; Jefferson
Machamer; Frank Owen; Rod de Sarro;
Cathy Joachim; Jeff Keate; Joe Zeis;
Betty Swords—Panel Parcel—
Today's Laugh ..... CTN
Kelly, Walt—Pogo ..... HLS-CWF-ATF
Kennedy, Hugh; Burt Nelson—Just a
Moment! ..... BCE-BUF
Keniston, Dave—Keniston's
Countdown ..... GMA
Keniston, Dave—Yankee Doodles ..... RI
Kent, Jack—King Aroo ..... GG
Kerr, Senator Robert S.—Land,
Wood, Water ..... GFC
Kerr, Walter F.—
Theatre Letter ..... PNS-MIL-CDN
Ketcham, Hank—Dennis the
Menace ..... HLS-CWF-ATF
Ketcham, Roy—Aunt Het ..... PNS-CDN
Kilgallen, Dorothy—Voice of
Broadway ..... KFS-TSS-RGB
Kilgore, Al—Bulwinkle .... BM-MIL-KEL-DNB
Kinch, Bart—Photography ..... UPI
King, Frank and Bill Perry—Gasoline
Alley ..... CTN
King Warren, C. D. Batchelor—
Editorial Cartoon ..... CTN
Kinnaird, Clark—Your America Day
By Day ..... KFS-TSS
Kinnaird, Clark—Book Review ..... KFS-TSS
Kinnard, Clark—Parade of Books .... KFS-TSS
Kirk, L. and N.—Detectograms ..... KI
Kirk, Jill—"Tell It To Jill" ..... KI
Kirk, Russell—To The Point ..... GFC
Kish, Henrietta—Years of Fulfillment .. WNS
Kittler, Glenn D.—The New Apostles .. NCW
Kleiner, Dick—Showbeat ..... NEA-DNB
Kleiner, Dick—Hollywood-Movies-
TV ..... NEA-DNB
Kleiner, Dick; Jerry Sheehan; Ray
Cromley; Leon Dennen; Bruce Biossat;
Gaynor Maddox; Rosette Hargrove; Tom
A. Cullen; Ward Cammel; Boyd Lewis;
Joan Crosby—News Dispatches on Topics
of Current Interest ..... NEA-DNB
Knickerbocker, Suzy—The Smart
Set ..... KFS-TSS
Knight, John Alden & Richard Alden—
Solunar Tables ..... RTS-KEL
Knott, Msgr. John C,—Everyman's
Family ..... NCW-CWF
Knox, Frances M.—Radio-Everyday ..... PB
Knox, Frances M.—Video-Everyday ..... PB
Knox, Frances M.—Video-Everyweek ..... PB
Knox, Frances M.—View ..... PB
Koenig, F. W.—Sondags Krumelurer .... BPS
Kohler, Frank—The Skillet Club for
Men ..... GFC
Kohn, Rev. Harold E.—A List for
Living ..... GFC
Kolodin, Irving—Saturday Review
Music Service ..... SAT
Koltanowski, George —Chess Master ..... GG
Koltun, Frances—Journeys To
Pleasure ..... PNS-MIL-CDN
Kordel, Lelord—Eat & Grow Younger .... SPE
Kordel, Lelord—Eat Up and Slim Down SPE
Kordel, Lelord—Eat Your Troubles
Away ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Make People Like You SPE
Kordel, Lelord—Stay Alive Longer .... SPE
Kotzsky, Alex-Apartment
3-G ..... PNS-CWF-CDN
Kovel, Ralph and Terry—Know Your
Antiques ..... RTS-KEL
Kraft, John—The Public's Opinion .... NNS
Kreiling, Ernie—A Closer Look ..... KB
Krock, Arthur—Krock Column ..... NYT
Kroll, Julius—Kroll Karicature
Service ..... KK
Kronish, Syd—Stamps in the News ..... APN
Kubal—Be Smart ..... GFC
Kuhn, Charles A.—Grandma ..... KFS-TSS
Kuhn, Irence Corbally— It's My
Opinion ..... KFS-TSS
Kuhn, P. J.—Skipper Windward ..... DWL
Kundtz, Ewald, Jr., and
Peter Zaccardelli—It's Our World ..... AP

L

Ladewig, Marion & Don Carter—
Bowling Tips ..... NNS
Laffer, William D.—News of The
Week in Review ..... UPI
Laffer, William D.—Popular Records .... UPI
Laing, Peter—Uncle Charlie ..... GMA
La Mar, Austine—Austine La Mar Fashion
Patterns ..... GFC
Lamb, Clyde—Herman ..... RTS-KEL
Lamb, Clyde—Open Season ..... RTS-KEL
Lambert, Eleanor—She ..... HLS-CWF-ATF
Lamont, Geo.—TV Micro Funnies NEA-DNB
Lancaster; Giles—Political
Cartoons ..... RTS-KEL
Landers, Ann—Human Relations
Column ..... PNS-CWF-CDN
Lane, Iris—Patterns ..... CSF-MIL-GFC-CSP

Lane, Lydia—Hollywood Beauty ..... LAT-TNS
Lang, Andrew C.—House of the Week, The ..... APN
Lang, Andrew C.—Home Repair Do's and Don'ts ..... APN
Lang, Andrew C.—On the House ..... APN
Lang, Jack, H.—Letters of the Presidents ..... LAT-TNS
Langdon, Grace and Irving W. Stout—Today's Children ..... KFS-TSS
Langell, Jerry—Here's An Idea ..... AF
Langell, Jerry—Idea Payoff ..... AF
Lansky—Seventeen ..... CTN
Lansky, J. and Mel Keefer—Mac-Divot ..... CTN
Larson, Kurt—Under Twenty ..... CF-MIL
Lasky, Victor—Say It Straight! ..... NANA-CWF-KEL-WNS
Lass, Abraham—College and You .... PNS-CDN
Lasswell, Fred—Barney Google and Snuffy Smith ..... KFS-TSS
Laughlin, Bob—Cuffy ..... SEL
Lavin, Elliand David—Teenage Corner .... TE
Lawrence, David—Lawrence Dispatch ..... PNS-MIL-CDN
Lawrence, Linda—What's Your Problem ..... RFS
Lawrence, Muriel—Muriel Lawrence's Column ..... NEA-DNB
Lawrence, Muriel—Child-Parent Relations—The Mature Parent ..... NEA-DNB
Lawrence, Dr., William—Your Dental Health ..... NEA-DNB
Lawrence, Muriel; Gaynor Maddox; Ruth Millett; Aileen Snoddy; Rosette Hargrove; Alicia Hart; Kay Sherwood; Helen Hennessy—Woman's Page Features NEA-DNB
Lazarus, Mel—Li'l Ones ..... GFC
Lazarus, Mel—Wee Women ..... GFC
Lamont, Geo.—TV Micro Funnies ..... NEA-DNB
Leary, Bill—Little Leary ..... NNS-TSS
Lee, Charles—Spotlight on Books CL
Lee, Jeff—Bookshelf ..... JL
Lee, Jeff—Sport Shelf ..... JL
Lee, Jerome—Broadwayfarer Motion Pictures, Short Stories, Stage, Screen ..... JRL
Lee, Jerome—New York After Dark ..... JRL
Lee, Jerome—New York Night-watch ..... JRL
Lee Jerome—Inside Stuff, Records, Jocks, Jukes, & Discs ..... JRL
Lee, Jerome—Travel In ..... JRL
Lee Jerome—What's New In Photography JRL
Lee, Jerome—Traveler The, ... JRL
Lee, Roberta—Household Scrapbook WLG-MS
Lee, Roberta—Modern Etiquette .... WLG-MS
Lee, Martha—Youth—Parent Council, The ..... MA
Leeming, Dorothy and Brad Anderson—Marmaduke ..... NNS-TSS
Leff, Sam, A. McWilliams—Davy Jones ..... UFS-BUF
Leffingwell, Robert—Little Joe ..... CTN
Lehti John—Tales from the Great Book ..... PNS-CWF-CDN
Leighton & Parks—My Thirty Years Backstairs At The White House ..... GFC
Lema, Tony—Lema's Lesson by Champagne Tony ..... MCN
Leokum, A—Tell Me Why ..... GMA
Leonard, Lank—Mickey Finn ..... MCN-CWF
Lesem, Jeanne—Cook's Tour ..... UPI
Levine, Milton I., M. D. and Jean H. Seligmann—Child Care ..... GFC
Levit, Dr. I. M.—Life on Other Worlds ..... GFC
Levitt, Dr. I. M.—War in Space ..... GFC
Levitt, Dr. I. M., Tom Cooke & Phil Evans—Drift Mario ..... GFC
Levitt, Dr. I. M.—Wonders of the Universe ..... GFC
Lewit, Bob—Secret Agent X9 ..... KFS-TSS
Lewis, Boyd, Jerry Sheehan; Dick Kleiner; Tom A. Cullen; Leon Dennen; Gaynor Maddox; Bruce Biossat; Ward Cannel; Ray Cromley; Rosette Hargrove—Background Stories ..... NEA-DNB
Lewis, Boyd; Jerry Sheehan; Dick Kleiner; Tom A. Cullen; Leon Dennen; Gaynor Maddox; Bruce Biossat; Ward Cannel; Ray Cromley; Roselette Hargrove; Joan Crosby—News Dispatch Topics of Current Interest ..... NEA-DNB
Lewis, Chester—Human Side, The ..... AFS
Lewis, Jr., Fulton—Washington Report ..... KFS-TSS
Lewis, Lester—Bible Puzzle ..... SS
Lewis, Patricia—Speaking of manners ..... KFS-TSS
Lewis, Ted—Capital Stuff ..... CTN
Libby, Vice Adm. Ruthven E.—World Affairs ..... CNS
Lichty, George—Grin & Bear It ..... PNS-CDN
Liddle, Theron C.—Worth Repeating RTS-KEL
Liederman, Al—All-Stars ..... UFS-BUF
Light, Susan—School and You ..... NEA-DNB
Linkletter, Art—People Are Funny CF-MIL
Linkletter, Art—Art Linkletter's Kids ..... KFS
Links, Marty—Emmy Lou ..... UFS-BUF
Lippmann, Walter—Lippmann Column ..... LAT-TNS
Little, Lew and Hubert Buel—Press Gremlins ..... LE
Little, Lew—Funnyboners ..... LE
Livingston, J. A.—Business Outlook ..... PNS-CWF-CDN
Loeb, Gerald M.—Loeb on Wall Street ..... NANA-KEL-WNS
Loew, D.D., Ralph W.—Finding the Way—Religious Column ..... NEA-DNB
Loh, Jules—Religion in the News ..... APN
Long & Justus—Editor's Choice Cartoons ..... RTS-KEL
Lord, Charlotte, George T. Simon—Watch Your Money ..... NE
Lotto, Jack—On Your Guard ..... KFS-TSS
Love, Philip H.—Love on Life ..... NANA-KEL-WNS
Lowell, Adam & Eve—Adam & Eve ..... FOR
Lowe, Frank—I Beg To Differ ..... CWF
Lownan, Josephine—Why Grow Old ..... RTS-KEL
Lowry, Cynthia—Television Week ..... APN
Old? ..... RTS-KEL
Lowry, Cynthia—Radio-TV Day By Day.... APN
Lowry, Cynthia—Radio Television Week.... AP
Lubell, Samuel—Samuel Lubell Series, Public Opinion ..... UFS-BUF
Luce, Clare Boothe—Clare Boothe Luce ..... PNS-CDN
Luft, Herbert G.—On The Screen ..... JTA
Lui, Harry—Crime Close-up ..... LIA
Lui, Harry—Food Facts ..... LIA
Lui, Harry—Men At Work ..... LIA
Lui, Harry—Money Matters ..... LIA
Lui, Harry—Picture Of Health ..... LIA
Lui, Harry—Teen Topics ..... LIA
Luks, Fred—Outdoor Guideposts ..... FL
Lukens, Fred—What's Your Sports Score ..... ERS
Lynde, Stan—Rick O'Shay ..... CTN
Lyons, Eugene—Herbert Hoover: A Biography ..... DDS
Lyons, Leonard—Lyons Den .... HLS-CWF-ATF

M

M. Harrison-Gray—Standard Bridge ..... MS
MacDougall, Michael—Inside Straight ..... BM-MIL-KEL-DNB
McArdle, Jim—Davy Crockett, Frontiersman ..... CF-MIL
McCann, Rebecca—The Cheerful Cherub ..... GMA
McCarn, Henry—Editorial Cartoons ..... ST
McCarroll, Marion Clyde; Joan O'Sullivan; Sue Barden—Big Photo Feature Stories ..... KFS-TSS
McCarthy, Francis L.—Hemisphere Week ..... UPI
McClure, Darrell—Little Annie Rooney ..... KFS-TSS
McCormack, Patricia—On Raising Children ..... UPI
McCormack, Patricia—Woman to Woman ..... UPI
McCormick, Bill, Harry Grayson, Murray Olderman, Sandy Padwe—Sports Stories ..... NEA-DNB
McCormick & McDayter—Gaints, The ..... TNS
McDayter & McCormick—Gaints, The .... TNS
McDowell, Charles, Jr.—Hold On! .. RTS-KEL
McEleney, Jack—Illustrated New Homes and Weekly House Releases ..... ASA
McEleney, Jack—Associated—Architects ..... ASA
McFeatters, Dale—Strictly Business ..... PNS-CWF-CDN
McGill, Ralph—McGill Column ..... HLS-CWF-ATF
McGrory, Mary—Mary McGrory ..... UFS-BUF
McGraw, Preston—Hi-Fi ..... UPI
McHarry, Charles—On The Town ..... CTN
McIntyre, Dave and James Meade—Motion Picture Column ..... CNS
McKeown, Wm. Taylor—America Afloat ..... NEA-DNB
McLemore, Henry—McLemore Says ..... MCN-CWF
MacLennan, Hugh—Writer's Diary, A ....NNS
McLeod, Edyth T.—Beauty After Forty ..... MCN-CWF
McNally, Tom—Dogs ..... CTN
McNally, Tom—Mostly About Dogs ..... CTN
McWilliams, A. and Sam Leff—Davy Jones ..... UFS-BUF
Macpherson, Duncan—Editorial Cartoons ..... TSS
Mace, Tippit—Amy ..... RTS-KEL
Macomber, Frank—Space Age Report .... CNS
Maddox, Gaynor—Food for Americans—Menus ..... NEA-DNB
Maddox, Gaynor; Dick Kleiner; Leon Dennen; Jerry Sheehan; Boyd Lewis; Ray Cromley; Tom A. Cullen; Bruce Biossat; Ward Cannel; Rosette Hargrove; —Background Stories ..... NEA-DNB
Maddox, Gaynor—Diet Series ..... NEA-DNB
Maddox, Gaynor; Jerry Sheehan; Ray Cromley; Dick Kleiner; Leon Dennen; Bruce Biossat: Rosette Hargrove: Tom A. Cullen; Ward Cannel; Boyd Lewis; Joan Crosby—New Dispatches on Topics of Current Interest .... NEA-DNB
Maddox, Gaynor; Ruth Millett; Mrs. Muriel Lawrence; Aileen Snoddy; Rosette Hargrove; Alicia Hart; Kay Sherwood; Helen Hennessy—Woman's Page Features ..... NEA-DNB
Maher, Edward I.—Independent Editorial Service ..... IN
Mahoney, Joe—Half-Past Teen ..... CSF-CSP
Manning, John—Criss Cross ..... KFS-TSS
Manning, Reg—Reg Manning Cartoons ..... MCN-CWF
Manning, Temple—Around the World ..... KFS-TSS
Manten, Dr. A. A.—Wonders of Nature ..... DWL
Marco, Count—Beauty and the Beast .... CHR
Marcus, Jerry—Merry-Go-Round ..... RN
Marcus, Jerry—Trudy ..... KFS-TSS-RGB
Marcus, Ruth—Oh, Lady! ..... HLS-ATF
Marge—Little Lulu ..... CTN
Markey, Frank Jay—Pull Up A Chair ..... MCN-CWF
Markos, Peter—Murder He Says ..... VN
Marlow, James—The World Today ..... APN
Marsh, Irving; Gard Tyrell—Improve Your Game ..... PNS-MIL-CDN
Martin, Donald W.—Charting the Grains ..... CNS
Martin, Jack—Bunion ..... NNS-TSS
Martin, Dolly—Taffy's Tips .... PNS-MIL-CDN
Martin, Roberta & Anne Allison—Ficton ..... RTS-KEL
Martin, Marian and Anne Adams—Dress Pattern Features ..... KFS-CP-TSS
Martin, Mel—Automobile Buyer's Guide ..... MME
Martin, Mel—Autorama ..... MME
Martin, Mel—Docklines ..... MME
Martin, Mel—Mel Martin Reports ..... MME
Marty, Dr. Martin E., Dr. Trude Weiss—Rosemarin and Edward M. Keating—Dialogue ..... LE
Marx, Groucho—Memoris of A Mangy Lover ..... DDS
Massey, Tom; Lyman Young; Robert Young—Tim Tyler's Luck .... KFS-RGP-TSS
Masten, Thelma—Thelma ..... SM
Mauldin, Bill—Mauldin Editorial Cartoons ..... PNS-CDN
Maxwell, Rod and Bob Webb—The Hawk ..... PF
Mayer, Alan—Sports Cartoons ..... KFS-CP-TSS
Mayfield, Molly—Dear Mrs. Mayfield ..... UFS-BUF
Mayo, Gil—Weekly Grain Review ..... AP
Meade, James and Dave McIntyre—Motion Picture Column ..... CNS
Meade, Mary—Food Articles ..... CTN
Meade, Mary—Menus ..... CTN
Means, Marianne—D. C. Current ..... HHS
Mell—Miss Peach ..... PNS-MIL-CDN
Mellinkoff, Abe—Morning Report ..... CHR
Meltzer, Bernard—Mr. Meltzer on Real Estate ..... RTS-KEL
Merah, Mary—Ladies Day ..... GFC
Merryfield, Mary—Mary Merryfield Column ..... CTN
Messick, Dale—Brenda Starr ..... CTN
Metcalfe, John C. Portraits ..... PNS-CWF-CDN
Meyer, John—Canadian Business Report ..... TSS
Michael, Paul Martin—Citizen Heroes .... VN
Michael, Paul Martin—Israeli Diary ..... VN
Michels, Marcia—Broadway Vignettes ... AMF
Michels, Marcia—TV From A Woman's Viewpoint ..... AMF
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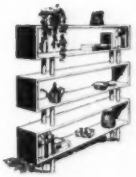

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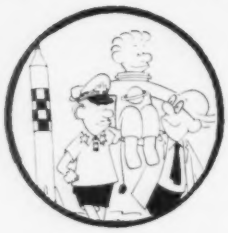

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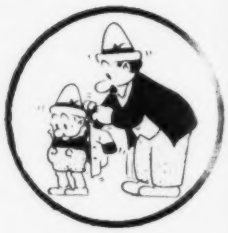

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